

LEWIS & HARRISON

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Washington, DC 20001
telephone 202.393.3903
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Consultants in Government Affairs

June 17, 2014

VIA FEDERAL EXPRESS

Document Processing Desk [REGFEE]
Office of Pesticide Programs (7504P)
U. S. Environmental Protection Agency
Room S-4900, One Potomac Yard
2777 South Crystal Drive
Arlington, VA 22202-4501

**ATTENTION: Jacqueline Hardy
Product Manager, Team 34**

**SUBJECT: S. C. Johnson & Son Inc.
FANGIO (EPA Reg. No. 4822-___)
Application for Registration of a New End-Use Product
PRIA Category A531**

Dear Ms. Hardy:

On behalf of S. C. Johnson & Son Inc. ("SCJ"), I am submitting an application to register their end-use product, **FANGIO (EPA Reg. No. 4822-___)**. **FANGIO** contains 0.19% L-lactic acid as its active ingredient and is identical in use and composition to the currently-registered product, McCoy (EPA Reg. No. 4822-593). However, SCJ would like to include additional efficacy claims against human coronavirus on the **FANGIO** label.

To support the registration for **FANGIO**, SCJ is citing the product specific data on file with the Agency for McCoy (EPA Reg. No. 4822-593). To support the additional claims against human coronavirus, SCJ is submitting a new efficacy study. To satisfy all generic data requirements, SCJ is relying on the **Formulator's Exemption** given that the source of active ingredient is currently registered with USEPA.

REGISTRATION FEE:

This registration application falls under PRIA Category A531 with an assigned fee-for-service charge of \$1,737.00 and a review timeline of 4 months. Please note that SCJ submitted payment to the Agency on 6/16/2014 and I am including a copy of the payment for your records. You can contact me at alkoster@lewisharrison.com if you have any questions about the submitted payment.

DOCUMENTS ENCLOSED:

Enclosed please find the following documents in support of this registration:

1. Application for Pesticide Registration Form;
2. Confidential Statement of Formula for one (1) Basic Formulation and four (4) Alternate Formulations;
3. Certification with Respect to Citation of Data Form;
4. Data Matrix Forms (Agency and Public versions);
5. Formulator's Exemption Form;
6. Proposed Product Label. For the reviewer's convenience, I am also including a highlighted label, which shows the differences between the **FANGIO** label and the McCoy label;
7. Product Efficacy Data; and,
8. Transmittal Document.

Thank you for your assistance with this application. If you have any questions about this submission, please call me at 202-393-3903 ext. 17 or e-mail me at alkoster@lewisharrison.com.

Sincerely,



Ana Rodriguez-Koster
Agent for S. C. Johnson & Son Inc.

Enclosures

cc: Monisha Harris, S. C. Johnson & Son Inc.

**EPA**

United States
Environmental Protection Agency
 Washington, DC 20460

☒ **Registration**
☐ **Amendment**
☐ **Other**

OPP Identifier Number

Application for Pesticide - Section I

1. Company/Product Number 4822-___	2. EPA Product Manager Jacqueline Hardy	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) FANGIO	PM# Team 34	
5. Name and Address of Applicant (Include ZIP Code) S. C. Johnson & Son Inc. 1525 Howe Street Racine, WI 53403 <u>PLEASE SEND ALL CORRESPONDENCE TO</u> <u>"CONTACT POINT" LISTED BELOW</u> <input type="checkbox"/> Check if this is a new address		6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(I), my product is similar or identical in composition and labeling to: EPA Reg. No. 4822-593 Product Name: McCoy

Section - II

☐ Amendment – Explain below. ☐ Final printed labels in response to Agency letter dated _____
☐ Resubmission in response to Agency letter dated _____ ☒ "Me Too" Application
☐ Notification - Explain below. ☐ Other - Explain below

Explanation: Use additional page(s) if necessary. (For Section I and Section II.)**Registration Service Fee****PRIA Fee Category A531****Fee = \$1,737.00; Review Time = 4 Months****Please contact me regarding payment of this fee at alkoster@lewisharrison.com****Section - III**

1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes* <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> Metal	<input checked="" type="checkbox"/> Plastic
*Certification must be submitted	If "Yes" Unit Packaging wgt. No. per container	If "Yes" Package wgt. No. per container		<input type="checkbox"/> Glass	<input type="checkbox"/> Paper
				<input type="checkbox"/> Other (Specify)	
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container 2 – 160 fl. oz.		5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On labeling accompanying product	
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled		<input checked="" type="checkbox"/> Other sleeve/shrink wrap			

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application)			
Name Ana Rodriguez-Koster, Lewis & Harrison, LLC, 122 C Street NW, Ste. 505, Washington, DC 20001		Title Agent	
		Telephone No. (Include Area Code) 202-393-3903 x. 17	
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.			6. Date Application Received (Stamped)
2. Signature 		3. Title Agent	
4. Typed Name Ana Rodriguez-Koster		5. Date 6/17/2014	


UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
**401 M Street, S.W.
WASHINGTON, D.C. 20460**

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Certification with Respect to Citation of Data

Applicant's/Registrant's Name, Address and Telephone Number S.C. Johnson & Son Inc. – 1525 Howe St., Racine, WI 53403 (Agent: 202-393-3903 x.17)	EPA Registration Number/ File Symbol 4822-_____ (not yet assigned)
Active Ingredient(s) and/or representative test compound(s): L-Lactic acid (CAS# 79-33-4; PC Code 128929)	Date 6/17/2014
General use pattern(s) (list all those claimed for this product using 40 CFR Part 158) Domestic Indoor	Product Name FANGIO

NOTE: If your product is a 100% repackaging of another purchased EPA-registered product labeled for all the same uses on your label, you do not need to submit this form. You must submit the Formulator's Exemption Statement (EPA Form 8570-27).

☐ I am responding to a Data Call-In Notice, and have included with this form a list of companies sent offers of compensation (the Data Matrix form should be used for this purpose).

SECTION I: METHOD OF DATA SUPPORT (Check one method only)

☐ I am using the cite-all method of support, and have included with this form a list of companies sent offers of compensation (the Data Matrix form should be used for this purpose).

☒ I am using the selective method of support (or cite-all option under the selective method), and have included with this form a completed list of data requirements (the Data Matrix form must be used).

SECTION II: GENERAL OFFER TO PAY

[Required if using the cite-all method or when using the cite-all option under the selective method to satisfy one or more data requirements]

☐ I hereby offer and agree to pay compensation, to other persons, with regard to the approval of this application, to the extent required by FIFRA.

SECTION III: CERTIFICATION

I certify that this application for registration, this form for reregistration, or this Data Call-In Notice is supported by all data submitted or cited in the application for registration, the form for reregistration, or this Data Call-In response. In addition, if cite-all option under the selective method is indicated in Section I, this application is supported by all data in the Agency's files that (1) concern the properties or effects of this product or an identical or substantially similar product, or one or more of the ingredients in this product; and (2) is a type of data that would be required to be submitted under the data requirements in effect on the date of approval of this application if the application sought the initial registration of a product of identical or similar composition and uses.

I certify that for each exclusive use study cited in support of this registration or reregistration, that I am the original submitter or that I have obtained the written permission of the original submitter to cite that study.

I certify that for each study cited in support of this registration or reregistration that is not an exclusive use study, either: (a) I am the original data submitter; (b) I have obtained the written permission of the original data submitter to use this study in support of this application; (c) all periods of eligibility for compensation have expired for the study; (d) the study is in the public literature; or (e) I have notified in writing the company that submitted the study and have offered (i) to pay compensation to the extent required by sections 3(c)(1)(F) and/or 3(c)(2)(B) of FIFRA; and (ii) to commence negotiations to determine the amount and terms of compensation, if any, to be paid for the use of the study.

I certify that in all instances where an offer of compensation is required, copies of all offers to pay compensation and evidence of their delivery in accordance with sections 3(c)(1)(F) and/or 3(c)(2)(B) of FIFRA are available and will be submitted to the agency upon request. Should I fail to produce such evidence to the Agency upon request, I understand that the Agency may initiate action to deny, cancel or suspend the registration of my product in conformity with FIFRA.

I certify that the statements I have made on this form and all attachments to it are true, accurate and complete. I acknowledge that any knowingly false or misleading statements may be punishable by fine or imprisonment or both under applicable law.

Signature 	Date 6/17/2014	Typed or Printed Name and Title Ana Rodriguez-Koster, Lewis & Harrison, LLC Agent for S. C. Johnson & Son Inc.
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Form Approved OMB No. 2070-0060

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DATA MATRIX

Date June 17, 2014			EPA Reg. No./File Symbol 4822- _____		Page 1 of 3
Applicant's/Registrant's Name & Address: S. C. Johnson & Son Inc., 1525 Howe Street, Racine, WI 53403			Product FANGIO		
Ingredient(s): L-Lactic acid (CAS# 79-33-4; PC Code 128929)					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
830.1550/61-1	Product Identity and Composition	48859801	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
830.1600/61-2	Description of the Materials Used to Produce the Product	48859801	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
830.1650/61-2	Description of the Formulation Process	48859801	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
830.1670/61-3	Discussion of Formation of Impurities	48859801	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
830.1700/62-1	Preliminary Analysis	Not Required	---	---	Footnote 1
830.1750/62-2	Certified Limits	See CSF	---	---	---
830.1800/62-3	Enforcement Analytical Method	48859801	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
830.6302/63-2	Color	48859802	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
830.6303/63-3	Physical State	48859802	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
830.6304/63-4	Odor	48859802	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
830.7200/63-5	Melting Point	Not Required	---	---	Footnote 1
830.7220/63-6	Boiling Point	Not Required	---	---	Footnote 1
830.7300/63-7	Density/Relative Density/Bulk Density	48859802	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
830.7840/63-8	Solubility (Column elution/shake flask)	Not Required	---	---	Footnote 1
830.7950/63-9	Vapor Pressure	Not Required	---	---	Footnote 1
830.7370/63-10	Dissociation Constant	Not Required	---	---	Footnote 1
830.7550/7560/7570/63-11	Partition Coefficient	Not Required	---	---	Footnote 1
830.7000/63-12	pH	48859802	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
830.6313/63-13	Stability	Not Required	---	---	Footnote 1
830.6314/63-14	Oxidation/Reduction: Chemical Compatibility	48859802	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
830.6315/63-15	Flammability	48859802	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
830.6316/63-16	Explosibility	Not Required	---	---	Footnote 2
830.6317/63-17	Storage Stability	49080601	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
830.7050	UV/Visible Adsorption	Not Required	---	---	Footnote 1
830.7100/63-18	Viscosity	48859802	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
830.6319/63-19	Miscibility	Not Required	---	---	Footnote 3
830.6320/63-20	Corrosion Characteristics	49080601	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
830.6321/63-21	Dielectric Breakdown Voltage	Not Required	---	---	Footnote 4

Signature 	Name and Title: Ana Rodriguez-Koster, Agent	Date 6/17/2014
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DATA MATRIX

Date June 17, 2014			EPA Reg. No./File Symbol 4822- ____		Page 2 of 3
Applicant's/Registrant's Name & Address: S. C. Johnson & Son Inc., 1525 Howe Street, Racine, WI 53403			Product FANGIO		
Ingredient(s): L-Lactic acid (CAS# 79-33-4; PC Code 128929)					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
870.1100/81-1	Acute Oral Toxicity	46750403	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
870.1200/81-2	Acute Dermal Toxicity	46750404	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
870.1300/81-3	Acute Inhalation Toxicity	46750405	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
870.2400/81-4	Primary Eye Irritation	46750406	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
870.2500/81-5	Primary Dermal Irritation	46750407	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
870.2600/81-6	Skin Sensitization	46750408	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
91-2	AOAC Germicidal Spray Test – Pseudomonas / Salmonella / Staphylococcus	48859803	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
91-2	AOAC Germicidal Spray Test – Staphylococcus aureus	48859804	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
91-2	AOAC Germicidal Spray Test – Streptococcus pyogenes	48859805	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
91-2	Virucidal Efficacy Method Test – Rhinovirus Type 37	48859806	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
91-2	Virucidal Efficacy Method Test – Influenza A Virus	48859807	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
91-2	Virucidal Efficacy Method Test – Influenza B Virus	48859808	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
91-2	Non-food Contact Sanitizer Method – E. aerogenes / S. aureus	48859809	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
91-2	Non-food Contact Sanitizer Method – E. coli	48859810	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
91-2	Non-food Contact Sanitizer Method – S. enterica	48859811	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
91-2	Non-food Contact Sanitizer Method – S. pyogenes	48859812	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
91-2	Non-food Contact Sanitizer Method – L. monocytogenes	48859813	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---

Signature

Name and Title:

Ana Rodriguez-Koster, Agent

Date

6/17/2014



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Applicant's/Registrant's Name & Address: S. C. Johnson & Son Inc., 1525 Howe Street, Racine, WI 53403		Product FANGIO			
Ingredient(s): L-Lactic acid (CAS# 79-33-4; PC Code 128929)					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
91-2	Non-food Contact Sanitizer Method – C. Jejuni	48859814	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
810.2200	Virucidal Efficacy Method Test – Human Coronavirus	49407301	S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	Volume 1 of 1

Footnotes:

1. FANGIO is an end-use product formulated with an EPA-registered Technical Grade Active Ingredient. Therefore, FANGIO qualifies for the Formulator's Exemption, and these data are not required.
2. FANGIO does not contain any explosive materials. Therefore, under the provisions of 40 CFR Part 158.190, the Guideline 830.6316 Explodability data requirement is not applicable.
3. FANGIO is not intended to be diluted with petroleum solvents. Therefore, under the provisions of 40 CFR Part 158.190, the Guideline 830.6319 Miscibility data requirement is not applicable.
4. FANGIO is not intended for use in and around electrical outlets. Therefore, under the provisions of 40 CFR Part 158.190, the Guideline 830.6321 Dielectric Breakdown voltage data requirement is not applicable.

Signature 	Name and Title: Ana Rodriguez-Koster, Agent	Date 6/17/2014
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Ingredient(s): L-Lactic acid (CAS# 79-33-4; PC Code 128929)					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
			S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
			S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
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			---	---	Footnote 1
			---	---	---
			S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
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			---	---	Footnote 1
			---	---	Footnote 1
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			---	---	Footnote 1
			---	---	Footnote 1
			---	---	Footnote 1
			S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
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			---	---	Footnote 2
			S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
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			---	---	Footnote 3
			S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
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Signature 	Name and Title: Ana Rodriguez-Koster, Agent	Date 6/17/2014
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Ingredient(s): L-Lactic acid (CAS# 79-33-4; PC Code 128929)					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
			S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
			S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---
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			S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	---

Signature 	Name and Title: Ana Rodriguez-Koster, Agent	Date 6/17/2014
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			S.C. JOHNSON & SON INC. (Co. No. 4822)	OWN	Volume 1 of 1

Footnotes:

1. FANGIO is an end-use product formulated with an EPA-registered Technical Grade Active Ingredient. Therefore, FANGIO qualifies for the Formulator's Exemption, and these data are not required.
2. FANGIO does not contain any explosive materials. Therefore, under the provisions of 40 CFR Part 158.190, the Guideline 830.6316 Explodability data requirement is not applicable.
3. FANGIO is not intended to be diluted with petroleum solvents. Therefore, under the provisions of 40 CFR Part 158.190, the Guideline 830.6319 Miscibility data requirement is not applicable.
4. FANGIO is not intended for use in and around electrical outlets. Therefore, under the provisions of 40 CFR Part 158.190, the Guideline 830.6321 Dielectric Breakdown voltage data requirement is not applicable.

Signature 	Name and Title: Ana Rodriguez-Koster, Agent	Date 6/17/2014
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Formulator's Exemption Statement (40 CFR 152.85)

Applicant's Name and Address S. C. Johnson & Son Inc. 1525 Howe Street Racine, WI 53403	EPA File Symbol/Registration Number
	4822- (not yet assigned)
	Product Name
	FANGIO
Date of Confidential Statement of Formula (EPA Form 8570-4)	
6/17/2014	

(1) This product contains the following active ingredient(s):

L-Lactic acid (CAS# 79-33-4; PC Code 128929)

(3) Indicate by checking (A) or (B) below which paragraph applies:

☒ (A) An accurate Confidential Statement of Formula (*EPA Form 8570-4*) for the above identified product is attached to this statement. That formula statement indicates, by company name, registration number, and product name, the source of the active ingredient(s) listed in paragraph (1).

OR

☐ (B) The Confidential Statement of Formula (CSF) (EPA Form 8570-4) referenced above and on file with the EPA is complete, current, and accurate and contains the information required on the current CSF.

(4) The following active ingredients in this product qualify for the formulator's exemption.

Active Ingredient	Product Name	Registration Number
L-Lactic Acid		
Signature	Name and Title Ana Rodriguez-Koster, Lewis & Harrison (Agent for S. C. Johnson & Son Inc.)	Date 6/17/2014

Product ingredient source information may be entitled to confidential treatment

FANGIO

(Multi-Surface) (Multi-Task) (Touch-Up) (Antibacterial) (Household) (Cleaner) (Sanitizer) (Disinfectant)

SECTION 1: FORMULA

Active Ingredient:

L-Lactic Acid	0.19%
Inert (Other) Ingredients	<u>99.81%</u>
Total	100.00%

SECTION 2: REFERRAL STATEMENTS

KEEP OUT OF REACH OF CHILDREN(.)

CAUTION (:)

See (Back) (Side) Panel for Additional Precautionary Statements.
(See(Inside) Label (Panel) for Additional Precautionary Statements.)

Peel Here – Press to Reseal

(See) Detailed Use Directions and Precautionary Statements (are) inside (this) Label.
(Please) Read all Directions carefully before using (this product).
(Use as directed.)

Net Contents:

SECTION 3: DIRECTIONS FOR USE

DIRECTIONS FOR USE:

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.

[Directions for Liquid Trigger or Pump Spray]

(Rotate nozzle to ON position.) (Remove cap.) (Twist to unlock.)

TO CLEAN:

Spray (and) (wipe) (with) (material of choice) (including) (and) (or) *(add from List of Material of Choice on pg. 4)* (and) (or)) (Allow to air dry).

[Note to Reviewer: The following note will be used preceding sanitizer and/or disinfectant directions.]

Note: Do not use on glasses, utensils or dishes. All food contact surfaces such as appliances and kitchen countertops must be rinsed with ((clean) (or) (potable)) water.

(TO SANITIZE) (FOR SANITIZATION[†] OF) (TO KILL 99.9% OF BACTERIA) (ON) (FOR) HARD NON-POROUS SURFACES:

Pre-clean heavily soiled areas.

Spray surface(s) until thoroughly wet.

Let stand for 10 seconds.

Wipe (with) (material of choice) (including) (and) (or) *(add from List of Material of Choice on pg. 4)* (and) (or) (Allow to air dry).

[Note to Reviewer: the parenthetical statement "AND DEODORIZE" will be used with the directions for disinfection only if deodorizer claims are made on the consumer label.]

TO DISINFECT (AND DEODORIZE) ON HARD, NON-POROUS SURFACES:

Pre-clean heavily soiled areas.

Spray surface(s) until thoroughly wet.

Let stand for 10 minutes.

(Wipe (with) (material of choice) (including) (and) (or) *(insert from List of Material of Choice on pg. 4)*. (and) (or)) (Allow to air dry).

[Directions for Liquid Pump Dispenser]

((Twist) (Rotate)) to ON position/OFF position) ((Twist) (Rotate)) to Unlock/Lock position.) ((Twist) (Rotate)) to (Unlock Image/Lock Image) (Turn) (Twist) (Rotate) (Cap) (Neck) (Pump) (Counter) (Clockwise) (Counterclockwise) (to Unlock). (Press (down) (on) pump to dispense liquid.) ((Keep) (Use) (Bottle) (in) (an) (upright) (position)).

TO CLEAN:

Apply product onto (dirty) (or) (soiled) surface(s) (with) (material of choice) (including) *(insert from List of Material of Choice on pg. 4)*. (and) (or)) (Allow to air dry).

TO CLEAN:

(Rotate pump (gently) (counter) (clockwise) (a quarter turn) to unlock.)
Place a (insert – material of choice on pg. 4) (or) (material of choice) on top of pump.
(Press) (Push) down on pump (a few times) to dispense.
Wipe (on) (onto) (dirty) (or) (soiled) surface(s) (to) (clean) (shine).
(Allow to air dry.)
(Rotate pump (counter) (clockwise) (a quarter turn) to lock (in the closed position).)

[Note to Reviewer: The following note will be used preceding sanitizer and/or disinfectant directions.]
Note: Do not use on glasses, utensils or dishes. All food contact surfaces such as appliances and kitchen countertops must be rinsed with ((clean) (or) (potable)) water. Do not allow product to pool underneath container

(TO SANITIZE) (FOR SANITIZATION[†] OF) (TO KILL 99.9% OF BACTERIA[†]) (ON) (FOR) HARD NON-POROUS SURFACES:

Pre-clean heavily soiled areas.
Use enough product to thoroughly wet the surface.
Let stand for 10 seconds.
Apply product (on) (onto) (dirty) (or) (soiled) surface(s) (with) (material of choice) (including) (*insert from List of Material of Choice on page 4*).
(Allow to air dry.)

(TO SANITIZE) (FOR SANITIZATION OF) (TO KILL 99.9% OF BACTERIA[†]) (ON) (FOR) HARD NON-POROUS SURFACES:

(Rotate pump (gently) (counter) (clockwise) (a quarter turn) to unlock.)
Place a (insert - Material of Choice pg. 4) (or) (material of choice) on top of pump.
(Press) (Push) down on pump (a few times) to dispense.
Wipe (on) (onto) (dirty) (or) (soiled) surface(s) using enough product to thoroughly wet the surface.
Let stand for 10 seconds.
(Allow to air dry.)
(Rotate pump (counter) (clockwise) (a quarter turn) to lock (in the closed position).)

TO DISINFECT (AND) (AND DEODORIZE) ON HARD, NON-POROUS SURFACES:

Pre-clean heavily soiled areas.
Use enough product to thoroughly wet the surface.
Let stand for 10 minutes.
Apply product (on) (onto) (dirty) (or) (soiled) surface(s) (with) (material of choice) (including) (*add from List of Material of Choice on pg. 4*).
(Allow to air dry.)

TO DISINFECT (AND) (AND DEODORIZE) ON HARD, NON-POROUS SURFACES:

(Rotate pump (gently) (counter) (clockwise) (a quarter turn) to unlock.)
Place a (insert - Material of Choice pg. 4) (or) (material of choice) on top of pump.
(Press) (Push) down on pump (a few times) to dispense.
Wipe (on) (onto) (dirty) (or) (soiled) surface(s) using enough product to thoroughly wet the surface.
Let stand for 10 minutes.
(Allow to air dry.)
(Rotate pump (counter) (clockwise) (a quarter turn) to lock (in the closed position).)

List of Material of Choices (may choose any combination and “dry” may proceed any choice; if more than one material is chosen an “and” or “or” may be used to complete sentence):

- (a (dry) ((paper) towel)
- ((clean) (rag))
- ((clean) sponge)
- ((lint-free) (microfiber) (or) (cleaning) cloth)
- (napkin)
- (toilet paper)
- ((facial) (bath) (or) (toilet) tissue))
- ((bath) (or) (toilet) (tissue))

(NOTE: Keep out of reach of children and pets. Unplug (small) electrical appliances before (cleaning) (sanitizing) (disinfecting) (them) (with this product). (Not recommended for use on finished wood. Spot test on other surfaces before using.) Do not use or mix with other household cleaners.)

[Refill instructions for (refill) (refillable) bottle only:]

TO REFILL: (Trigger Spray Bottle): Remove trigger sprayer from empty bottle. Unscrew cap on refill and pour contents directly into empty bottle. Replace trigger sprayer and use as you normally would.

TO REFILL: (Liquid) (Touch-Up) (Travel size) (Device) (Bottle): (Remove cap from (empty) (dispenser) (bottle)) (Remove (dispenser) (pump) (from empty bottle). Unscrew cap on refill. Pour contents directly into empty (dispenser) (bottle). Replace (cap from dispenser) (dispenser) (pump) and use as you normally would. [(Discard) (Recycle) empty bottle (and refill cap)]

STORAGE AND DISPOSAL:

[Residential – nonrefillable container/final disposal]

Nonrefillable container. Store in in a cool place, out of reach of children and pets. Keep out of direct sunlight. Do not freeze. Do not reuse or refill this container. Place in trash or offer for recycling if available.

[Residential – refillable container]

Refillable container. Store in original container in areas inaccessible to children or persons unfamiliar with its use. Refill this container with this product only. Do not reuse this container for any other purpose.

[For Products Not Solely for Residential Use]

Storage and Disposal

Do not contaminate water, food, or feed by storage or disposal

Pesticide Storage: Store in a cool place, out of reach of children and pets. Keep out of direct sunlight. Do not freeze.

Pesticide Disposal: Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility.

Container Handling:

(Trigger Spray bottle): Refillable container. Do not reuse or refill this container except as allowed in the directions. Do not reuse or refill this container with any other product other than this product's refill. Final disposal of container: Offer for recycling if available or discard in a sanitary landfill.

(All other containers): Non refillable container. Do not reuse or refill this container. Offer for recycling if available or discard in a sanitary landfill.

SECTION 4: PRECAUTIONARY STATEMENTS

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals (.)

CAUTION: Causes slight eye irritation. Avoid contact with eyes. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

[Note to Reviewer: Boxed format and "bullets" as listed below will be used if label space permits; otherwise a paragraph format will be used.]

FIRST AID:

If in eyes	<ul style="list-style-type: none">• Hold eye open and rinse slowly and gently with water for 15-20 minutes.• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.• Call a poison control center or doctor for treatment advice.
Have the product container or label with you when calling a poison control center or doctor, or going for treatment.	

SECTION 5: ORGANISMS

Efficiency Claim	Organisms	Contact Time	Soil Load
Disinfectant ^(*)	<i>Staphylococcus aureus</i> (Staph) (ATCC 6538) <i>Salmonella enterica</i> (Salmonella) (ATCC 10708) <i>Pseudomonas aeruginosa</i> (Pseudomonas) (ATCC 15442) <i>Streptococcus pyogenes</i> (Strep) (ATCC 19615)	10 Minutes	5%
Virucidal [^]	Rhinovirus Type 37 (ATCC VR-1147(Strain 151-1)) (common cold) Influenza A2/Hong Kong (ATCC VR-544) (Influenza) (H1N1) (flu) (virus) Influenza B/Hong Kong/5/72 (ATCC VR-823 (Strain B))	5 Minutes	5%
	Human Coronavirus (ATCC VR-740 (Strain 229E))	10 Minutes	5%
Non-Food Sanitizer ^(†)	<i>Staphylococcus aureus</i> (Staph) (ATCC 6538) <i>Enterobacter aerogenes</i> (Enterobacter) (ATCC 13048) <i>Escherichia coli</i> (E. coli) (ATCC 11229) <i>Salmonella enterica</i> (Salmonella) (ATCC 10708) <i>Campylobacter jejuni</i> (ATCC 29428) <i>Listeria monocytogenes</i> (Listeria) (ATCC 19117) <i>Streptococcus pyogenes</i> (Strep) (ATCC 19615)	10 seconds	5%

[Note to Reviewer: Footnotes for symbols mentioned in label.]

* *Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), *Streptococcus pyogenes* (Strep) (ATCC 19615)

† *Staphylococcus aureus* (Staph) (ATCC 6538), *Enterobacter aerogenes* (Enterobacter) (ATCC 13048), *Escherichia coli* (E. coli) (ATCC 11229), *Salmonella enterica* (Salmonella) (ATCC

10708), *Campylobacter jejuni* (ATCC 29428), *Listeria monocytogenes* (Listeria) (ATCC 19117), *Streptococcus pyogenes* (Strep) (ATCC 19615)

[^] Rhinovirus Type 37 (common cold), Influenza A2/Hong Kong (Influenza) (H1N1) (flu) (virus), Influenza B, Human Coronavirus (ATCC VR-740)

[‡] *Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), *Streptococcus pyogenes* (Strep) (ATCC 19615), Rhinovirus Type 37 (common cold), Influenza A2/Hong Kong (Influenza) (H1N1) (flu) (virus), Influenza B

SECTION 6: MARKETING CLAIMS

[Note to Reviewer: “And” or “&” can be used interchangeable in the marketing sentences. All claims containing the word “new” will only be used for the first 6 months after the first retail production.]

TABLE 1 – MARKETING EFFICACY CLAIMS

- 2 in 1 Household (Cleaner) (Sanitizer) (&) (and) (Disinfectant)
- 10-second sanitization[†]
- A fast and convenient way to clean up and sanitize frequent messes
- (Add) (a) (an) (everyday) (quick) (fast) (sanitizing) (quick touch-ups) (touch-up) (cleaning) (clean up) (to your daily) (cleaning) (routine)
- A(n) (quick) (and) (easy) way to (kill) (eliminate) (destroy) (sanitize) 99.9% of bacteria[†] in your (insert locations – Table 3)
- An (easy) (quick) (fast) way to (disinfect) (and) (sanitize) (and) (clean)
- Antibacterial
- (Antibacterial) (disinfecting) (foam) (foaming) (action!)
- All purpose (antibacterial) (daily) (insert locations – Table 3) (cleaner) (spray) (sanitizer)
- An effective sanitizer for use in the (insert locations – Table 3).
- Antibacterial (insert locations – Table 3) cleaner
- Antibacterial Action
- Antibacterial Formula (cleans and sanitizes)
- (Insert locations – Table 3) cleaner and sanitizer
- (Clean) (Sanitize)(d) (Disinfect)(Sanitary) (hard, nonporous) surfaces (wherever), (whenever) you (go) (travel) (need)
- Cleaning and sanitizing
- Clean(s) (and) (sanitize)(s) (disinfect)(s) (up) small spills like (toothpaste) (sink) (water marks) (misses) (drips) (on and around the toilet)
- Cleans, shines, disinfects, (deodorizes)
- Cleans (sanitizes) (and) (deodorizes)
- Cleans and sanitizes (without harsh fumes)
- Cleans (and kills) (household) (bacteria) (and disinfects) (to a sparkling shine) (to a streak-free shine) (to a streak-free *This Brand* shine) (all around your home) (without leaving a residue) (without leaving a visible residue) (on household surfaces).
- Dab and (&) (sanitize) (disinfect)
- Disinfects (and) (deodorizes) (cleans) (!)
- Disinfects (and) (-) kills 99.9% of (germs[†]) (and) (viruses[^]) (and) (bacteria[†])
- Disinfects (as it cleans) (as you clean)

- Disinfects bacteria (and) (deodorizes) (!)
- (New) Disinfectant formula
- Disinfects on (hard non-porous surfaces) (insert locations – Table 3)
- Disinfectant on (hard non-porous surfaces) (insert locations – Table 3)
- Disinfectant (that) (kills) (insert disinfectant organisms from Section 5)
- (Easy) (Quick) (and) (Convenient) (way) (to clean) (and disinfect) (and sanitize)
- Easily cleans (tough) (bathroom) (restroom) (dirt) (soil) and sanitizes
- (Easy) (Quick) (and) (Convenient) (way) (to clean) (and disinfect)
- (Effective on) (Cleans) (kills 99.9% of germs[†]) (shines) (disinfects) (sanitizes) (and) (deodorizes) (bathroom surfaces) (kitchen surfaces) (locations) (in) (rooms) (areas of your home) (on) (such as): (insert locations – Table 3)
- For general (cleaning and) sanitizing of hard non-porous surfaces
- For the dirt you can see and the household bacteria you can't
- Formula sanitizes hard porous surfaces as it cleans and shines
- Fresh (Disinfecting) Scent of (insert fragrance – Table 5)
- (Gently) (Lightly) cleans and (kills) (eliminates) (destroys) 99.9% of (insert locations – Table 3) bacteria[†]
- Great for touch-up (cleaning) (and) (sanitizing) (!)
- Helps fight bacteria.
- Helps prevent the spread of common household viruses[^]
- Helps prevent cross-contamination of hard non-porous surfaces.
- Household bacteria-killing formula.
- Kills Human Coronavirus
- Kills (insert disinfectant/virucidal organism – Section 5)
- Kills (>) 99.9% of bacteria (on) (insert locations - Table 3) (as it cleans) (!)
- Kills (99.9% of) (household) (bacteria[†]) (in) (just) (10 seconds) (!)
- Kills (>) 99.9% of Germs[†] (on) (insert locations – Table 3)
- Kills (>) 99.9% of viruses[^] and bacteria[†]
- Kills >99.9% of (household) (bacteria)(viruses[^])
- Kills (>)99.9% of viruses[^] (and bacteria)(on) (insert locations – Table 3)
- Kills bacteria (found) on hard non-porous (insert locations – Table 3) surfaces.
- (Kills) (bacteria) (disinfectant effective against) (*This Product* kills) (many types of) (household) (bacteria (and viruses), including (insert organisms – Section 5)
- Kills (common) household (bacteria) (and) (viruses[^]) (without (heavy) (harsh) fumes) (!)
- (Kills) (Eliminates) (Destroys) 99.9% of bacteria (of the bacteria[†] commonly found in) (all around) (your) (insert locations – Table 3) (including) (insert sanitizer organism – Section 5)
- (Kills) (Eliminates) (Destroys) 99.9% of bacteria (on commonly) touched surfaces that can be transfer points for bacteria (such as (insert locations – Table 3)).
- (Kills) (Eliminates) (Destroys) bacteria from (insert location – Table 3) surfaces.
- Kills (harmful) germs[†] (on) (insert locations – Table 3)
- Kills (household) bacteria[†]
- Kills (household) bacteria[†] (fast) (!)
- Kills household bacteria[†] fast!
- Kills (household) (bacteria[†]) (viruses[^]) (odor-causing bacteria) (food-related bacteria) on hard, non-porous surfaces.
- Kills (odor-causing) bacteria (that cause odors).
- Kitchen (quick) (touch-up) cleaner and sanitizer
- Leaves hard non-porous surfaces (disinfected) (sanitized) (and sparkling clean) (!)

- Leaves hard, non-porous surfaces sanitized.
- Leaves (your) (kitchen) (home) (bathroom) (surfaces) (shiny) (clean) (sanitized) (smelling clean).
- Leaves household surfaces sanitized.
- Makes cleaning (disinfecting) easy (and sanitizes too).
- Makes sanitizing easy
- Multi-purpose (antibacterial) (daily) (insert locations – Table 3) (cleaner) (spray) (and) (non-food contact sanitizer)
- (Multi-purpose) (10 second) (touch-up) (cleaner) (cleaning) (sanitizer) (sanitizing) (insert Locations – Table 3)
- New way to (clean) (and) (sanitize) (everyday) (–) (a) (Fast) (Quick) (quick touch-ups) (touch-up) (cleaner) (sanitizer)
- (Now) (also) disinfects!
- Now disinfects
- Now kills (household) bacteria[†]!
- Now quickly sanitize and disinfect!
- (Now) sanitize and disinfect as you go!
- One-step cleaner (sanitizer) (and) (disinfectant).
- Formula cleans and (sanitizes) (disinfects)
- (Product name) (Helps prevent the spread of) (insert organisms - Section 5)
- (Quick touch-ups) (A) (touch-up) (cleaner) (sanitizer) for when you (need) (require) quick Antibacterial action
- Sanitizes and deodorizes
- Sanitizes as it cleans
- Sanitizes hard non-porous (bathroom) (kitchen) surfaces
- Sanitizes (household) bathroom surfaces in 10 seconds*
- Sanitizes in (just) (10) seconds*
- Sanitizes (kills) common household bacteria[†]
- Shines (and) (plus) kills household bacteria[†]
- The convenient way to (clean) (and) (sanitize) (and deodorize) (your) (insert locations – Table 3) (!)
- The (easy) (effective) way to clean and sanitize
- The (easy) (effective) way to (touch-up) (clean) (and) (sanitize)
- (*This Brand*) (Bathroom) (Cleaner) is the convenient way to (clean) (and) (sanitize) (bathroom) (household) (kitchen) surfaces
- (*This Brand*) (Bathroom) (Cleaner) is the (easy) (effective) way to clean and sanitize
- (*This Brand*) (Bathroom) (Cleaner) kills many types of (household) bacteria (and eliminates their odors)
- (*This Brand*) (Bathroom) (Cleaner) thoroughly cleans (shines) (and) (sanitizes) (deodorizes) Shines (!)
- (*This Brand*) is a (disinfectant) (versatile cleaner) that kills (99.9% of) (household) bacteria[†], removes grease (,) and cleans household surfaces (even) (including) glass, to a (sparkling) (beautiful), streak-free (*This Brand*) shine.
- (This Brand) (This Product) (Touch-up) (Thoroughly) clean(s), shine(s), disinfect(s), (and) sanitize(s)
- (This Product) (Thoroughly) Cleans, shines and (disinfects) (sanitizes) (insert locations – Table 3)

- (*This Product*) is (a) (an) (Multi-)(Purpose) (Surface) (Task) (Antibacterial) (Bactericide) (Bactericidal) (Disinfectant) (Spray) (Disinfects) (Deodorizes) (Deodorizer) (One Step) (Sanitizer) (Sanitizes) (Virucide[^]) (Virucidal[^]) (Bathroom) (Kitchen) (Cleaner)
- (Thoroughly) Cleans, shines and (disinfects) (sanitizes)
- Tough on dirt and bacteria[†]...Easy on You!
- Tough on germs[‡] (easy) enough (for everyday use) (on your surfaces)
- Touch-up (sanitizer) (disinfectant)
- (Touch-Up) (formula) cleans and (sanitizes) (disinfects)
- (Touch-up) (Thoroughly) (Cleans), (shines), (disinfects) (and), (sanitizes)
- Use (daily) (everyday) (for a) (fresh) (clean) (healthy) (sanitized) (kitchen) (bathroom) (home) (environment) (house)
- (Use this product to) (clean) (disinfect)(and) (sanitize)
- Use (*This Brand*) throughout your entire home (to kill) (household) bacteria including (insert organisms – Section 5) (on household surfaces...including glass).
- Works in (just) (only) (10) seconds to kill 99.9% of (household) bacteria

[Note to Reviewer: If the Pandemic statements are used on the product label they will not be used in combination with any other statements.]

- Kills Pandemic 2009 H1N1 Influenza A Virus
- Kills Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu).
- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by Influenza A Virus. (This product) is a broad spectrum hard surface disinfectant that has been shown to be effective against Influenza A Virus (tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).
- (This product) has demonstrated effectiveness against Influenza A Virus and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 Influenza A Virus.
- (This product) has demonstrated effectiveness against Influenza A Virus (tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

TABLE 2: MARKETING CLEANING CLAIMS

- A quick, convenient cleaner like none other!
- Advanced combination of (*This Brand*) streak-free technology and quick sanitary action provides fast-acting sanitary clean
- Always (accessible) (at hand) (there for you) (there when you need it) (there (when) (and) (whenever) (little) messes occur) (Out) (!)
- (Also) (great) (available) (works effectively in) (for) (multi-purpose touch ups)
- Available in (new) (limited edition) (variety of) (appealing) (designs) ((Spring) (Fall) (Winter) (Seasonal) fragrances) (!)
- Available (only) at (insert retail store)
- (Insert locations – Table 3) (Multi-Purpose) Touch-Up(clean) (and shine)
- (Bathroom) (Touch-up) for (toilet)(s) (sink)(s) (floor)(s) (mirror)(s) (and) (counter)(s)
- (This product) (This *brand*) Best On glass
- Can be used on a wide variety of surfaces
- Clean(s) (and) (+) (that) shines (without scratching)
- Cleans (and removes) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (watermarks) (mud) (smudges) (and) (fingerprints)

- Clean as you go
- Cleans (everyday) (tough) (grease) (and) (or) (grime) (messes) (without scrubbing)
- Cleans everyday kitchen messes (like dirt, grease and food stains)
- Clean, leave surfaces sanitary and provide a (*This Brand*) shine (on glass) (and other hard surfaces) (throughout your house)
- Clean(s) messes in the moment
- Cleans with a streak-free shine!
- (Clean up) (touch-up) without missing a beat (!)
- Complete clean (!)
- Complete(s) your (everyday) cleaning (regimen)
- Conveniently clean!
- Conveniently there (at hand) when you need (it) (a quick touch-up) (fast clean) (Quick clean)
- (Conveniently) there (when) (and) (where) you need it
- (Conveniently) there (whenever) you need it
- (Conveniently) works with (your) (insert List of Material of Choice (pg 4))
- Cuts grease (cleans glass) (&) (more) (!)
- Cuts through bathroom grime (such as) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (and) (water marks).
- Cuts tough (kitchen) (grease) (and) (grime)
- Dab (&) (and) (go) (clean)
- Dab it (!) clean it (!) done (!)
- Deodorizes and leaves your (insert locations – Table 3) smelling fresh (!)
- (Design) (is) Discreet (Subtle) (Pleasing) (Decorative) enough to leave out!
- Designed (for display) (and) (to be left out) (to be (always out) (ready)) (for easy accessibility)
- Discreet and (small) (and) (blends in)
- (Discreet) (decorative) enough to leave (out for) (quick use) (anyone to use) (family to use) (when you need)
- Does not dry out like wipes
- Does not leave a (cloudy) residue
- Don't let (messes) (slow) you down in the (insert locations – Table 3)
- (Don't) (No) (slow) (slowing) down for messes
- (Each) (One) (bottle) (container) (package) (get) (dispenses) (lasts) XX (quick touch-ups) (touch-up) (uses) (wipes) (pumps) (cleanings) (occasions) (dispenses) ((at) (XX) (pumps) (sprays) per (touch-up cleaning) (application))
- (Easy) (Quick) (&) (Convenient) (to use) (in) (insert locations - Table 3) (&) (throughout the house)
- Easy clean at hand
- Easy (enough) to (use) (everyday) (everywhere)
- (Easy) (Quick) (and) (Convenient) to use
- Effectively cleans (insert locations – Table 3)
- Effectively cleans (glass and other surfaces) (glass and other household surfaces) (countertops) (stovetops) (refrigerators) (microwave ovens) (appliances) (basins) (glazed ceramic tile) (stainless steel) (chrome fixtures) (Formica®) (glazed porcelain) (glass) (mirrors).
- Effectively cleans and shines (insert locations – Table 3) (and more)
- Eliminates food odors left behind on surfaces
- Fast, easy cleaning solution – one product for a variety of surfaces
- Fast (convenient) (flushable) approach to cleaning
- Fast, easy cleaning solution (- one product for a variety of (insert locations – Table 3) (non-food contact) surfaces)

- For (daily) (everyday) (gentle) (light-duty) (heavy duty) (kitchen) (bathroom) (cleaning) (everyday) (use)
- For everyday cleaning
- For the entire house
- For (tough) (tougher) cleaning (!)
- For use on household surfaces
- For the entire business
- For use on business surfaces
- Fits in with your (insert locations – Table 3) (décor)
- For (daily) (everyday) (light-duty) (heavy duty) (insert location – Table 3) (cleaning) (everyday) (use)
- For (daily) (everyday) (light-duty) (touchup) (bathroom) (kitchen) cleaning
- For everyday use (!)
- (Freshens) (insert fragrance – Table 5) (deodorizes) (and leaves your (insert locations – Table 3) smelling fresh!
- From the makers of (*This Brand*)
- (Gently) (Lightly) cleans.
- Great for (all around) (multiple hard non-porous surfaces) (throughout the home) (the) (house) (home) (kitchen) (bathroom).
- Great on surfaces such as: (Insert locations – Table 3)
- (Great) (Works) (Effective) on multiple surfaces!
- Great on glass!
- (Handy) (Convenient) (Travel) (take along) (carry on) size
- (Has a *or* Leaves a) (clean) (light) (airy) (mild) (fresh) (insert fragrance – Table 5) (scent).
- (Helps) Maintain a cleaner home
- (Helps) (Eliminate(s)) odors
- Imagine (more) (convenient) (on-the-go) (cleaning) (!)
- Improved scent deodorizes and leaves your (bathroom) (kitchen) (home) smelling fresh (!)
- Improved for (tough) (tougher) cleaning!
- (Includes) lock feature (included) (for safety)!
- (Just) (only) pennies per (dispense) (pump)!
- (Just) (touch) (pump) (&) (and) (go) (Dab & Go!)
- (Keep(s)) (Keeping) your home (clean) (and) (tidy).
- Keep up with your (little) (smaller) (messes) (so (that) you can enjoy more important things in your life) (so you can make time for more important things in your life)
- (Kitchen) (Touch-up) (cleaning) (cleaner) (for) (inert location from TABLE 3)
- Leave (me) out for (easy) (more) (simple) (everyday) (on-the-go) cleaning!
- Leaves (bathrooms) (your bathroom) clean and (shiny) (shining).
- Leaves a brilliant shine (and a fresh, clean scent).
- Leaves a long lasting (fresh)(clean) (scent) (fragrance).
- (Leaves a) Streak-free (shine) (!)
- (Leaves) No (smeary *or* filmy) residue.
- (Leaves) No (visible) (harmful chemical) residue.
- (Leave) (out) (set it) on countertop for (quick use) (guests)(when you need) (quick touch-ups) (a) (quick) (touch-up) (clean up)(s)
- Leave out for (quick use) (when you need) (it) (quick touch-ups) (a) (quick) (touch-up) (clean ups)
- Leaves your (whole) (room) (insert locations – Table 3) (and) smelling (clean) (and) (fresh!)

- (Lets you) clean (up messes) (as you go) (without slowing down)
- (Light) (Subtle) (pleasing) (fresh) (clean) fragrance
- Long lasting (scent) (insert fragrance – Table 5)
- Makes your job easier.
- Makes (insert location – Table 3) (clean-ups) (touch-up(s)) quick and easy
- Makes cleaning (up) (messes) (easy)
- Makes your current quick cleanup (even) (more) (effective)
- Makes your life easy
- Multi-Surface or Multi-Task.
- (Multi-Surface) (Multi-task) (household) cleaner.
- (Multi-Purpose) (Touch-up) cleaner for (insert locations – Table 3) (as well as) (any) (other) (hard, non-porous surface)(s)
- No (more digging through) (no need to dig through) the (closet) (cupboard) (underneath) (the) (sink) (to find the right product)
- No (need to rinse) (rinsing needed)!
- No need to touch bottle (product)
- No wasted (parts of) wipes
- (Nothing) (cleans) (cuts) (shines) (kitchen)(s) (grease) (bathroom)(s) better (than) (tough cleaning)(This Product)
- (Now) The cleaning power of (*This Brand*) (comes) with the invigorating scent of (insert fragrance – Table 5)!
- (One) (quick) (convenient) solution for clean (surfaces) (insert locations – Table 3)
- One-Step (inset location – Table 3) cleaner
- Picks up bathroom (dirt) (and) (grime) (such as) (soap scum) (toothpaste) (hairspray) (shaving cream) (watermarks) (hair) (stubble) (mud) (smudges) (and) (or) (fingerprints)
- (Pleasant) (Fresh) (Clean) Scent!
- Pleasant fragrance (smell)
- Prevent(s) (little) (spills) (messes) from becoming (larger chores) (headaches) (LARGER MESSES) (tough cleaning jobs)
- Prevent(s) small messes from becoming (big) chores
- Perfect for your (home) (kitchen) (bath)
- (Press) (depress) (push)(down) (on pump)
- (Product(s)) (ingredients) that perform
- Pump & Go!
- Pump it! Clean it! Done!
- Quick (and) (convenient) (way) (to) (clean (and) (shine)) (easy) (fast) (convenient) (versatile)
- (Quick) touch up (cleaning) with (great) (special) (seasonal) (fragrance) (insert fragrance – Table 5)
- Quick (and) (easy) (bathroom) (kitchen) clean-ups
- Quickly touch up your home with (new) (great) (Spring) (Winter) (Seasonal) fragrances!
- (Ready) (at) (hand)
- Reduce(s) the frequency of deep clean(s) (occasions)
- Removes (food stains) (odors)
- Removes soap scum (and hard water spots or hard water deposits) (in the bathroom) (around the sink) (on the bathroom counter) (in showers and tubs) (and) (from faucets)
- Right there when you need to quickly clean up (small) (messes)
- S.C. Johnson has a cleaning solution for every room in your home
- Saves (you) (time) (and) (effort)
- Shiny clean!

- Simple (and) (easy) to use!
- (Simple) (Easy) Streak-free shine (on) (all) (around) (hard) (non-porous) (surfaces) (insert locations – Table 3) (everyday)
- (Simple) (Easy) (Streak-free shine) on (all) (hard non-porous) non-food contact kitchen surfaces
- Simply dab, wipe and (flush) (throw) away.
- (Simply) (press) (push) (down) (on) (pump)
- Simply touch (dab) (and) (&) go!
- So clean, it shines!
- Specially formulated for use in the (bathroom) (and) (kitchen)
- Stay on top of your (little) (smaller) (messes) (cleaning)
- Streak-Free (Shine) (Clean) (!)
- Streamline(s) your cleaning process
- The convenient way to keep your (insert locations – Table 3) looking “just cleaned” (!)
- The (fastest) (easiest) way to clean your house
- The (fastest) (easiest) way to clean your (house) (bathroom) (kitchen)
- The right cleaner (at the right time) ((right) (when) (and) (where) (you need it)) (every time) (always)
- (This Brand) (insert locations- Table 3) (Multi-Purpose) (Cleaner)
- (*This Product*) effectively removes everyday soils on (insert locations – Table 3). All it leaves behind is a (beautiful) (,) (sparkling) (streak-free) (*This Brand*) shine.
- Touch-up (now) so you (do not) (don't) have to clean up (later)
- Touch-up (cleaner) (everyday) (messes right away!)
- (Touch up) (cleaning) has never been (faster) (easier) (more convenient)
- (Tough) (Touch-up) cleaning without the oily –or- greasy –or- dull – or-smeary residue!
- Tough cleaning formula wipes out) grease (and grime) (and leaves a fresh clean scent)!
- Tough on grease (and grime)
- Use in the kitchen, bathroom and (throughout) (all around) (the whole house) (your home) (your house)
- Use throughout (the) (your) (whole) (home) (house) (insert locations - Table 3) (!)
- (Unlike) (most)(many) (wipes) (and) (triggers) (cleaners), (This Brand) is designed specifically (to be) (left out) (always out) (at hand) (readily available) (for) (easy accessibility)
- Use (with) (insert material of choice list on page 4) (other cleaning material of your choice) (and) (flush) (throw) (away) (when) (finished) (done)
- Use on (insert locations – Table 3) (hard non-porous surfaces)
- Versatile cleaner (can be used) (throughout) (all around) (the whole house) (your home) (your house)
- (With) ((2) (3) (4) X) ((2) (3) (4) times) (better) (enhanced) (great) (improved) (pleasant) (pleasing) (more) (strong) (stronger) (insert fragrance – Table 5) (Fragrance) (Scent) (!)
- (With) ((2) (3) (4) X) ((2) (3) (4) times) (better) (enhanced) (great) (improved) (pleasant) (pleasing) (more) (strong) (stronger) (insert fragrance – Table 5) (Fragrance) (Scent) (!) (*Compared to (Original) (Windex (insert trade name)) (Trigger) (Formula) (Fragrance)

TABLE 3- LOCATIONS

[Note to Reviewer: Multiple locations/surfaces can be chosen and used in any order from Table. In the case where one or more location/surfaces is chosen, an “and” “&” “or” may be used to link locations/surfaces.]

PLACES

- Airplane(s) (travel)
- Automotive (Repair) (Shop(s))
- (Barber) (Beauty) Shop(s) (and) (Salons)
- Bar(s)
- Bed and Breakfast (Inns)
- Boat(s)
- Bus(es)
- Car(s)
- Concession Stand(s)
- Contractor Shop(s)
- Convenience Store(s)
- Churches (Synagogues) (&) (Religious Organizations)
- Cruise Ship(s)
- Daycare (Centers) (Facilities)
- Dormitories
- Dorm(s)
- Exercise Facility (ies)
- Fitness Center(s)
- Gym(s)
- Gymnasium(s)
- Home(s)
- Home and (Small) Business Solution(s)
- Hotel(s) (Motel(s))
- Household(s)
- Janitorial Services
- Maintenance Shop(s)
- Mobile home(s)
- (Professional) Office(s)
- Pet Store(s)
- Pub(s)
- Restaurant(s)
- Retail Store(s)
- School(s)
- Store(s)
- Vacation Home(s)

ROOMS/AREAS:

- Attic(s)
- Baby Nurseries
- Basement(s)
- Bathroom(s)
- Bedroom(s)
- Den(s)

(Note to Agency: Text appearing parenthesis is to optional text.)

- Dining (room(s)) (areas)
- Family Room(s)
- Foyer(s)
- Garage(s)
- Garage Storage Areas
- Kitchen(s)
- Laundry Room(s)
- Living room(s)
- Mudroom(s)
- Pet area(s)
- Play (areas) (rooms)
- Powder room(s)
- Restroom(s)
- Washroom(s)
- Workshop(s)

ITEMS:

- Artificial plant(s)
- Automobile interior(s) (dashboards) (seats) (windows) (windshield)
- Bathroom surface(s)
- Bathtub(s)
- Bedframe(s)
- Bicycle(s)
- Bike(s)
- Blind(s)
- Bookcase(s)
- Booster chair(s)
- Baseboards(Molding) (Trim)
- Basins
- Behind (and under) sinks
- Bench
- Cabinet handles
- Cabinet(s)
- Camper(s)
- Ceiling Fan(s)
- Chair(s)
- Changing table(s)
- China knickknack(s)
- China Cabinet
- Clock(s)
- Collectibles and Knick Knacks
- Computer(s) (screen(s))
- (Bathroom) (Kitchen) (Office) Counter(s) (Countertops)
- Cribs
- Cupboard(s)
- Curio Cabinet(s)
- Desktop(s)
- Diaper pails

- Diaper changing tables
- Dining room table (and chairs)
- Doorknob(s)
- Doorhandle(s)
- (closet) (entrance) (glass) Doors
- Dresser(s)
- (Personal) (Home) Electronics
- Elevator(s)
- Exercise equipment
- Exterior Surfaces {choose from list that follows:} (of) (small) ((kitchen) appliance(s)) (such as) can openers, cook top(s), dishwasher(s), freezer(s), microwaves, microwave oven(s), oven(s) (doors), range(s) (hoods)(tops), refrigerator(s) (door(s)), stovetops, toasters, (and) (even) ((BBQ) grills (use when surface is cool))
- Faucet(s)
- (chrome) Fixture(s)
- (linoleum) (no-wax) (vinyl) Floors
- Footboard(s)
- (outdoor) (plastic) (patio) Furniture
- Garbage can(s)
- Glass Patio Door(s)
- Glazed (bathroom) (ceramic) (kitchen) tile(s)
- Glazed porcelain surface(s)
- Grocery cart(s)
- Germ[†] prone surface(s)
- Handrail(s)
- Headboard(s)
- High chair(s)
- High traffic surface(s)
- Hubcap(s)
- Keyboard(s)
- Lamp(s)
- Laptop(s)
- Light Fixture(s) Switch(es)
- Mirror(s)
- Nightstand(s)
- Paned Window(s)
- Piano(s)
- Picture Frame(s)
- Recycling bin(s)
- Sealed (fiberglass) tubs (or) (shower surrounds) (and) (sinks)
- Shelves
- Shower(s) (curtain(s)) (doors) (stalls)
- Shower Head(s)
- Sink(s)
- (kitchen) (bathroom) Sink(s)
- Table(s)
- Telephone(s)
- ((glazed) (ceramic)) Tile (s)

(Note to Agency: Text appearing parenthesis is to optional text.)

- Exterior surfaces of toilet(s)
- Toilet(s) (handle(s)) (seat(s)) (rim(s)) (tank(s))
- (around) toilet areas
- ((glazed) (ceramic)) Tub(s)
- Vanity (Vanities)
- Vinyl siding
- Wall(s)
- Washer(s) and Dryer(s)
- Washing machines
- (Stained Glass) Window(s)
- Window(s) (Ledges) (Blinds)

SURFACES:

- Aluminum
- (Baked) enamel
- Chrome
- Glazed Ceramic (tile)
- Corian^{®**} (**is trademark owned by E.I. du Pont de Nemours and Company)
- Formica^{®**} (**is trademark owned by The Diller Corporation)
- Fiberglass
- Finished polyurethane
- Finished wood
- Glass
- Glazed ceramic (tile)
- Glazed porcelain (enamel) (kitchen) (bathroom) (tile)
- Laminated surfaces
- Laminate
- Laminate(d) Wood
- Metal
- Pergo^{®**} (laminate)(hardwood) surfaces (**is trademark owned by Pergo AG)
- Plastic (ABS) (abs)
- Polystyrene
- Glazed porcelain
- Glazed porcelain enamel
- Quartz
- Sealed cement
- Sealed granite
- Sealed grout
- Sealed fiberglass
- Sealed marble
- Sealed synthetic marble
- Sealed natural stone
- Stainless steel
- Steel surfaces
- Stone surfaces

- Vinyl (tile)
- (Wood) (no-wax) (glazed ceramic tile) (asphalt tile) (linoleum) (vinyl) (laminate) ((sealed masonry) (flagstone) (stone) (slate) (cork) (Terrazzo)) floors

TABLE 4: PACKAGING CLAIMS

- 2 in 1
- Also available in wipes, kitchen disinfecting cleaner, bathroom disinfecting cleaner
- (Better) (improved) (application) (control) (method).
- Better Value
- Big (Job)Size
- Bigger Size (package) (bottle)
- Bonus Pack
- Bottle made of (25%) (50%) post-consumer recycled plastic
- Bottle made of XX% post-consumer recycled plastic
- Choose your favorite (cover) (sheath) (wrap) (sleeve) (shroud), (and) (customize) (make it your own) (make it your own design) (and choose the way it looks) (in your home)
- Cleans even tough, greasy soil easily
- (Club) (Value) Pack
- Commercial (Pack) (Size)
- Complete
- Contemporary Shrouds!
- Controlled dispensing
- Customizable wrap!
- Design (Make) your own (unique) (attractive) (customized) (seasonal) wrap!
- Dispenser (only)
- Dispenser + (1)(2)(3) Refill(s)
- Easy to (Use) (Refill)
- Easy to Grip, Easy to Store (!)
- Economic Refill
- Economy Size
- Fast, easy cleaning solution – one product for a variety of surfaces
- Foaming Trigger
- For limited time only!
- Free (dispenser) (refill) (!)
- Free (look for) (includes) (contemporary) (new) (attractive) (decorative) (subtle) (discreet) (cool) (cover) (sheath) (wrap) (sleeve) (shroud) (inside) (of your choice)
- Gallon size!
- Gentle on Surfaces
- (Handy) Travel Size (Available)
- Improved (design) (fragrance(s)) (pump) (value) (dispensing) (scent) !
- Industrial (Pack) (Size)
- Institutional Size
- Limited Edition (insert fragrance – Table 5)
- Locked feature included
- Mega (Pack) (Size)
- (More) (focused) (accurate)(application).
- New!

- (New) (Better) (and) (&) (Improved)(Look) (Design)(Scent!) (Formula) (Fragrance) (Color) (Foaming)(Trigger!) (Bottle)(Spray)(Sprayer)
- (New) (Big) (X oz.) (X Liter) (Size)
- (New) (Comfort) (Easy Grip) (Ergo) (Ergonomic) (Improved) (Trigger)
- (New) (Improved) (fragrance) (scent) (formula) (!)
- (New) (Improved) (bottle)(design) (lets you use up (all) your (brand)(product)) (formula) (!)
- (New) (Improved) (*This Brand*) formula
- (New) Patented (Cleaning) Technology/Formula
- No batteries (needed) (!)
- Now (available in) (make it look better) (customize with) (contemporary) (new) (attractive) (decorative) (subtle) (discreet) (cool) (cover) (sheath) (wrap) (sleeve) (shroud) (of your choice)
- Now available in (separate) refill(s)
- Now available in foam (for) (better) (concentrated) (application)
- Now (you can decide how the product looks) (you can choose the design)
- Patented (bottle) (pump) design
- Patented (diptube) (spray) (design)(technology) (lets you use up (all) your (brand)(product)) (formula) (!)
- Plus
- Quick touch-up (cleaning) (pack) (kit) (set)
- Refill (only)
- Refill (and) (+) Dispenser
- Refill (cartridges) (only)
- Refills sold separately
- (This) (XX oz) (container) (bottle) (get) (=) (equals) (dispenses) (YY) (quick touch-ups) (quick) (fast) (touch-up) (uses) (wipes) (pumps) (cleaning)(s) (occasions) (dispenses) (from This Product)(‡) (‡(at) (with) (XX) (pumps) (sprays) per (touch-up) (cleaning) (application))
- Starter Pack
- Trial (Value) (Pack) (Size)
- Trial Size (Available)
- Twin Pack
- (Two) (2) Liter (Refill) (Size) (!)
- (Unique) (Innovative) (Specially designed) pump (design) (Unique pump design)
- (Unique) (no tip) design
- (Uniquely) (unique) (shape) (shaped) (bottle) (pump)
- (Use with) One (hand) (handed) (operation) (quick cleaning)
- (*X ounces*) at or for the (*X oz.*) price (of *X ounces*) (!)
- (*X%*) (*X oz.*) (more) (free) (!)
- (*X*) at the (*X oz*) price!
- XXX Dispenses
- Value (Pack) (Size)
- *X (%) (oz) (free) (more) (!)*

TABLE 5 – FRAGRANCES/SCENTS

[Note to Reviewer: Can stand alone or be combined with **Glade**]

- Airy Sky
- Angel Whispers®
- (Apple) (Cinnamon) (Citrus)(Lemon)(Lime)(Orange)
- (Apple)(Citrus)(Lemon)(Lime)(Orange) Muscle

- Aqua (Breeze)(Clean)(Cool)(Fizz)(Fresh)(Rain)(Splash)
- Babbling Brook
- Blue (Breeze)(Calm)(Rain)(Sky)(Water)
- Breezy Marine
- Brilliant Citrus Sun
- Calm (Breeze)(Rain)(Water(s))
- Calm Springs™
- Cashmere Woods™
- Citrus (Authority)(Blossom)
- (Citrus) (Lemon)(Orange) Action
- Clear (Springs)(Sky)
- Clean (&) (Cotton)(Breeze)(Fresh)(Linen & Sunny Days)(Shine)
- Clean (Citrus) (Linen)
- Cool (Aqua)(Breeze)(Ocean)(Rain)(Willow)
- Cotton & Italian Mandarin
- Country Garden®
- Creamy Custard & Apple Cinnamon
- Crisp Waters®
- (Crystal)(Sheer)(Sunrise) Citrus
- Crystal Rain
- Electrifying (Citrus)(Orange)
- Exhilarating Orange
- Exotic
- Extra Bold Lemon
- Fierce Orange Force
- Floral
- Foaming Fresh
- French Vanilla
- Fresh (Air) (Berries) (Berries & Wild Raspberry) (Breeze) (Bubbling Spring(s)) (Citrus) (Clean) (Cotton) (Laundry) (Linen) (Marine) (Mountain Morning) (Ocean) (Rain) (Scent)(Stream)(Waters)
- Fruit (&) (Citrus)
- Fuji Apple & Cardamom Spice
- Garden Retreat®
- Gentle (Breeze)(Rain)
- Glistening (Citrus)(Grapefruit)(Green Apple)(Lemon)(Lime)(Ocean)(Orange) (Pine)(Pool)(Snow)(Stream)
- Hawaiian Breeze®
- Hawaiian Breeze® & Vanilla Passion Fruit
- Herbal
- Intense Citrus (Force)
- Invigorating Clean Citrus
- Island Escape®
- Jasmine and White Rose
- Lavender
- Lavender and Meadow
- Lavender Meadow®
- Lavender & Juniper Berry

- Lavender & Peach Blossom
- Lavender & Vanilla
- Lemon Limelight
- Lightening Fresh Lime
- Magic Meadow(s)
- Marine Breeze
- Ocean Blue™
- Ocean Blue & Refreshing Surf™
- Ocean (Breeze) (Fresh) (Oasis)
- Orange Sunrise
- Pineapple & Mangosteen
- (Lemon Power)(Orange Power)(Citrus Power)
- Powerful Passionfruit
- Pure (Air)(Calm)
- Rainshower
- Red Honeysuckle Nectar™
- Refreshing (Aqua)(Ocean)(Water(s))
- Refreshing Surf®
- Rippling Pool
- Sapphire Champagne
- Sea Breeze
- Seasonal
- Shimmering (Spruce)(Water)
- Soft (Breeze)(Rain)
- Spa Oasis
- Sparkling (Fresh)(Lemon)(Lime)(Ocean)(Orange)(Raindrops)
- Sparkling (Fresh)(Sweet)(invigorating) Citrus (Twist) (Splash) (Spring)
- (Calm) (Glistening) (Trickling) Stream
- Spring Breeze
- Sunny Days
- Sweet Pea & Lilac
- Tender Breeze
- Tranquil (Breeze)(Oasis)(Ocean)(Sea)
- Trickling Stream
- Ultra (Citrus)(Lemon)(Lime)(Orange)
- Ultra (Citrus Power)(Lemon Power)(Lime Power)(Orange Power)
- Uplifting Green Apple
- Vanilla Passion Fruit
- Vinegar
- Water Blossoms®
- White Tea & Lily™
- Woody

TABLE 6 – MISC MARKETING CLAIMS

- Ammonia free (!)
- Does not contain bleach
- Bleach-free (!)

(Note to Agency: Text appearing parenthesis is to optional text.)

- (By) (From the makers of) (*This Brand*)
- (By) (From the makers of) (this product)
- Contains no abrasives, harsh acids or bleach
- Contains no (Chlorine) (Bleach) (or) phosphates
- (Contains) no phosphorus
- (Contains) no (chlorine) bleach
- (Contains *or* Leaves) no (harsh) (harmful) (lingering) chemicals
- (Fragrance) (insert fragrance – Table 5) (plus!) (+)
- For old or worn surfaces, test on a small area before use
- For use on sealed hard surfaces. When in doubt, spot test on an inconspicuous area of the surface.
- Great (insert fragrance – Table 5) (scent) (!)
- Higher fragrance load!
- If streaking is observed, wipe with a clean damp rag or lint-free cloth
- Money back guarantee!
- (No) (Non-(chlorine)) (bleach)
- No harsh fumes.
- No harsh (bleach) (alcohol) (chlorine) smell
- Non-abrasive formula.
- Patented formula
- Peel Off
- Scratch 'n Sniff
- Smell (Sniff) Here
- (*This Product is*) Produced with more than 30% Renewable Energy
- Will not harm most surfaces
- With a bleach-free formula
- With a pleasant fragrance
- Won't scratch (fiberglass) (surfaces)
- (Won't) (Will not) harm septic (systems) (tanks)

SECTION 6: MISC

EPA Reg. No. 4822-_____

EPA Est. No.

US Patent 6,699,825 B2

Des. XXXX Patents Pending

Questions? Comments? Call 800-558-5252 or write Helen Johnson (.)

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S. C. Johnson

A Family Company

SECTION 7: GRAPHICS

TABLE 8 - PICTOGRAMS

Graphics for Fragrance Descriptions:



(Note to Agency: Text appearing parenthesis is to optional text.)



(Note to Agency: Text appearing parenthesis is to optional text.)

General Graphics:



(Note to Agency: Text appearing parenthesis is to optional text.)



(Note to Agency: Text appearing parenthesis is to optional text.)

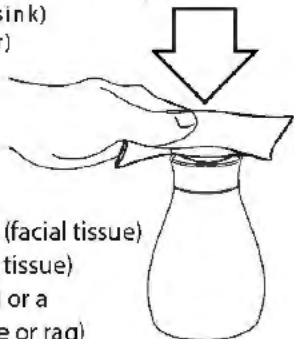


(Note to Agency: Text appearing parenthesis is to optional text.)

[Note to Reviewer: Some or all of the following graphics (or a subset of the text and graphic) may be used to accompany the Directions for Use Section and/or some of the following graphics (or a subset of the text and graphics) maybe used anywhere on the product label or accompanying labeling.]

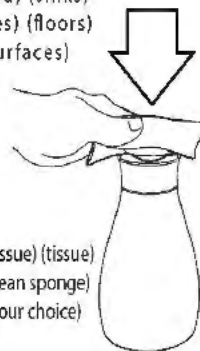
(Bathroom) (Touch Up)
for (toilet) (sink)
and (counter)

use with
(toilet paper) (facial tissue)
(tissue) (bath tissue)
(paper towel) or a
(clean sponge or rag)



(All purpose) (Touch Up) for (toilet) (and)
(bathroom) (kitchen) (and) (sinks)
(countertops) (appliances) (floors)
(any hard, non-porous surfaces)

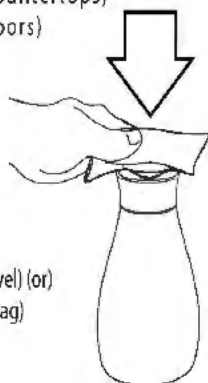
Use with (Toilet paper) (facial tissue) (tissue)
(bath tissue) (paper towel) (a clean sponge)
(or other cleaning material of your choice)



[Note to Reviewer: Touch-up Travel size]

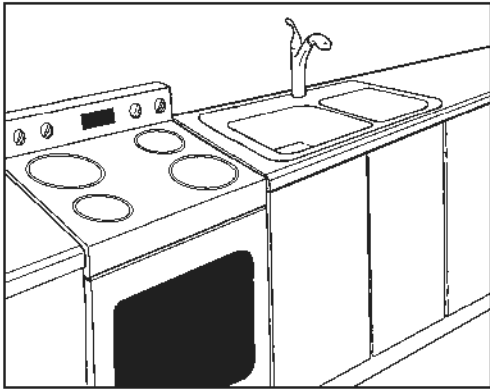
(Kitchen) (Touch Up) for
(sinks) (and) (countertops)
(appliances) (floors)
(cooktops)

Use with (paper towel) (or)
(a clean sponge or rag)

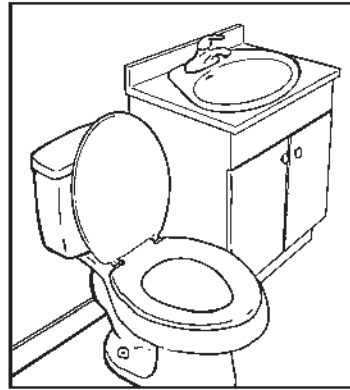


Spray on surface to
sanitize. Wipe with
toilet paper or
tissue

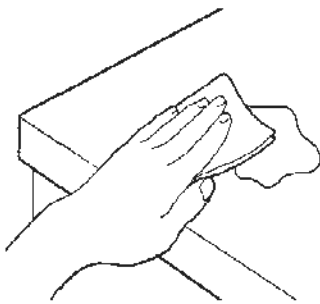
(Note to Agency: Text appearing parenthesis is to optional text.)



Use on (sink) (counter top) (appliances)
(cooktops) (and) (cabinets)



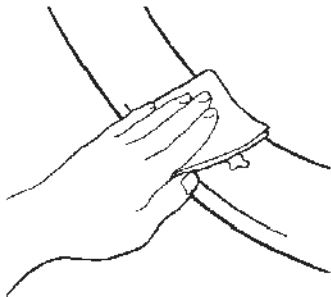
Use on (toilet) (sink) (vanity)
(and) (cabinets)



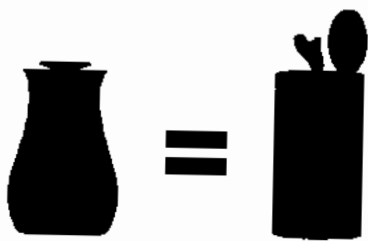
Use (toilet paper) (paper towel) (sponge) (material of
your choice) with cleaner and (flush) (or) (throw) away
(when done)



Use (toilet paper) (paper towel) (sponge) (material of
your choice) with cleaner and (flush) (or) (throw) away
(when done)

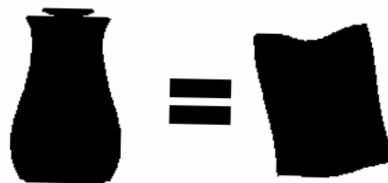


Use (toilet paper) (paper towel) (sponge) (material of
your choice) with cleaner and (flush) (or) (throw) away
(when done)



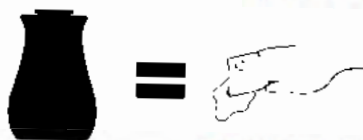
**(This) (XXoz)
(container)**

**YY (Uses) (Wipes)
(Quick Touch-ups)
(cleaning) (occasions)(‡)
(‡(at) XX (pumps)
(sprays) per (touch-up)
(cleaning) (application)**



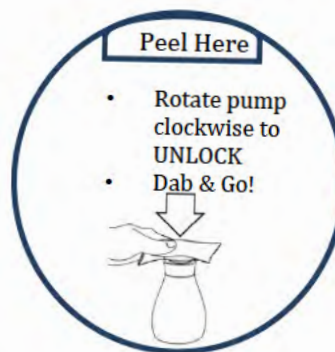
**(This) (XXoz)
(container)**

**YY (Uses) (Wipes)
(Quick Touch-ups)
(cleaning) (occasions)(‡)
(‡(at) XX (pumps)
(sprays) per (touch-up)
(cleaning) (application)**



**(This) (XXoz)
(container)**

**YY (Uses) (Wipes)
(Quick Touch-ups)
(cleaning) (occasions)(‡)
(‡(at) XX (pumps) (sprays)
per (touch-up) (cleaning)
(application)**



1.



2.



3.



FANGIO

(Multi-Surface) (Multi-Task) (Touch-Up) (Antibacterial) (Household) (Cleaner) (Sanitizer) (Disinfectant)

SECTION 1: FORMULA

Active Ingredient:

L-Lactic Acid	0.19%
Inert (Other) Ingredients	<u>99.81%</u>
Total	100.00%

SECTION 2: REFERRAL STATEMENTS

KEEP OUT OF REACH OF CHILDREN(.)

CAUTION (:)

See (Back) (Side) Panel for Additional Precautionary Statements.
(See(Inside) Label (Panel) for Additional Precautionary Statements.)

Peel Here – Press to Reseal

(See) Detailed Use Directions and Precautionary Statements (are) inside (this) Label.
(Please) Read all Directions carefully before using (this product).
(Use as directed.)

Net Contents:

SECTION 3: DIRECTIONS FOR USE

DIRECTIONS FOR USE:

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.

[Directions for Liquid Trigger or Pump Spray]

(Rotate nozzle to ON position.) (Remove cap.) (Twist to unlock.)

TO CLEAN:

Spray (and) (wipe) (with) (material of choice) (including) (and) (or) *(add from List of Material of Choice on pg. 4)* (and) (or)) (Allow to air dry).

[Note to Reviewer: The following note will be used preceding sanitizer and/or disinfectant directions.]

Note: Do not use on glasses, utensils or dishes. All food contact surfaces such as appliances and kitchen countertops must be rinsed with ((clean) (or) (potable)) water.

(TO SANITIZE) (FOR SANITIZATION[†] OF) (TO KILL 99.9% OF BACTERIA) (ON) (FOR) HARD NON-POROUS SURFACES:

Pre-clean heavily soiled areas.

Spray surface(s) until thoroughly wet.

Let stand for 10 seconds.

Wipe (with) (material of choice) (including) (and) (or) *(add from List of Material of Choice on pg. 4)* (and) (or) (Allow to air dry).

[Note to Reviewer: the parenthetical statement "AND DEODORIZE" will be used with the directions for disinfection only if deodorizer claims are made on the consumer label.]

TO DISINFECT (AND DEODORIZE) ON HARD, NON-POROUS SURFACES:

Pre-clean heavily soiled areas.

Spray surface(s) until thoroughly wet.

Let stand for 10 minutes.

(Wipe (with) (material of choice) (including) (and) (or) *(insert from List of Material of Choice on pg. 4)*. (and) (or)) (Allow to air dry).

[Directions for Liquid Pump Dispenser]

((Twist) (Rotate)) to ON position/OFF position) ((Twist) (Rotate)) to Unlock/Lock position.) ((Twist) (Rotate)) to (Unlock Image/Lock Image) (Turn) (Twist) (Rotate) (Cap) (Neck) (Pump) (Counter) (Clockwise) (Counterclockwise) (to Unlock). (Press (down) (on) pump to dispense liquid.) ((Keep) (Use) (Bottle) (in) (an) (upright) (position)).

TO CLEAN:

Apply product onto (dirty) (or) (soiled) surface(s) (with) (material of choice) (including) *(insert from List of Material of Choice on pg. 4)*. (and) (or)) (Allow to air dry).

TO CLEAN:

(Rotate pump (gently) (counter) (clockwise) (a quarter turn) to unlock.)
Place a (insert – material of choice on pg. 4) (or) (material of choice) on top of pump.
(Press) (Push) down on pump (a few times) to dispense.
Wipe (on) (onto) (dirty) (or) (soiled) surface(s) (to) (clean) (shine).
(Allow to air dry.)
(Rotate pump (counter) (clockwise) (a quarter turn) to lock (in the closed position).)

[Note to Reviewer: The following note will be used preceding sanitizer and/or disinfectant directions.]
Note: Do not use on glasses, utensils or dishes. All food contact surfaces such as appliances and kitchen countertops must be rinsed with ((clean) (or) (potable)) water. Do not allow product to pool underneath container

(TO SANITIZE) (FOR SANITIZATION[†] OF) (TO KILL 99.9% OF BACTERIA[†]) (ON) (FOR) HARD NON-POROUS SURFACES:

Pre-clean heavily soiled areas.
Use enough product to thoroughly wet the surface.
Let stand for 10 seconds.
Apply product (on) (onto) (dirty) (or) (soiled) surface(s) (with) (material of choice) (including) (*insert from List of Material of Choice on page 4*).
(Allow to air dry.)

(TO SANITIZE) (FOR SANITIZATION OF) (TO KILL 99.9% OF BACTERIA[†]) (ON) (FOR) HARD NON-POROUS SURFACES:

(Rotate pump (gently) (counter) (clockwise) (a quarter turn) to unlock.)
Place a (insert - Material of Choice pg. 4) (or) (material of choice) on top of pump.
(Press) (Push) down on pump (a few times) to dispense.
Wipe (on) (onto) (dirty) (or) (soiled) surface(s) using enough product to thoroughly wet the surface.
Let stand for 10 seconds.
(Allow to air dry.)
(Rotate pump (counter) (clockwise) (a quarter turn) to lock (in the closed position).)

TO DISINFECT (AND) (AND DEODORIZE) ON HARD, NON-POROUS SURFACES:

Pre-clean heavily soiled areas.
Use enough product to thoroughly wet the surface.
Let stand for 10 minutes.
Apply product (on) (onto) (dirty) (or) (soiled) surface(s) (with) (material of choice) (including) (*add from List of Material of Choice on pg. 4*).
(Allow to air dry.)

TO DISINFECT (AND) (AND DEODORIZE) ON HARD, NON-POROUS SURFACES:

(Rotate pump (gently) (counter) (clockwise) (a quarter turn) to unlock.)
Place a (insert - Material of Choice pg. 4) (or) (material of choice) on top of pump.
(Press) (Push) down on pump (a few times) to dispense.
Wipe (on) (onto) (dirty) (or) (soiled) surface(s) using enough product to thoroughly wet the surface.
Let stand for 10 minutes.
(Allow to air dry.)
(Rotate pump (counter) (clockwise) (a quarter turn) to lock (in the closed position).)

List of Material of Choices (may choose any combination and “dry” may proceed any choice; if more than one material is chosen an “and” or “or” may be used to complete sentence):

- (a (dry) ((paper) towel)
- ((clean) (rag))
- ((clean) sponge)
- ((lint-free) (microfiber) (or) (cleaning) cloth)
- (napkin)
- (toilet paper)
- ((facial) (bath) (or) (toilet) tissue))
- ((bath) (or) (toilet) (tissue))

(NOTE: Keep out of reach of children and pets. Unplug (small) electrical appliances before (cleaning) (sanitizing) (disinfecting) (them) (with this product). (Not recommended for use on finished wood. Spot test on other surfaces before using.) Do not use or mix with other household cleaners.)

[Refill instructions for (refill) (refillable) bottle only:]

TO REFILL: (Trigger Spray Bottle): Remove trigger sprayer from empty bottle. Unscrew cap on refill and pour contents directly into empty bottle. Replace trigger sprayer and use as you normally would.

TO REFILL: (Liquid) (Touch-Up) (Travel size) (Device) (Bottle): (Remove cap from (empty) (dispenser) (bottle)) (Remove (dispenser) (pump) (from empty bottle). Unscrew cap on refill. Pour contents directly into empty (dispenser) (bottle). Replace (cap from dispenser) (dispenser) (pump) and use as you normally would. [(Discard) (Recycle) empty bottle (and refill cap)]

STORAGE AND DISPOSAL:

[Residential – nonrefillable container/final disposal]

Nonrefillable container. Store in in a cool place, out of reach of children and pets. Keep out of direct sunlight. Do not freeze. Do not reuse or refill this container. Place in trash or offer for recycling if available.

[Residential – refillable container]

Refillable container. Store in original container in areas inaccessible to children or persons unfamiliar with its use. Refill this container with this product only. Do not reuse this container for any other purpose.

[For Products Not Solely for Residential Use]

Storage and Disposal

Do not contaminate water, food, or feed by storage or disposal

Pesticide Storage: Store in a cool place, out of reach of children and pets. Keep out of direct sunlight. Do not freeze.

Pesticide Disposal: Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility.

Container Handling:

(Trigger Spray bottle): Refillable container. Do not reuse or refill this container except as allowed in the directions. Do not reuse or refill this container with any other product other than this product's refill. Final disposal of container: Offer for recycling if available or discard in a sanitary landfill.

(All other containers): Non refillable container. Do not reuse or refill this container. Offer for recycling if available or discard in a sanitary landfill.

SECTION 4: PRECAUTIONARY STATEMENTS

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals (.)

CAUTION: Causes slight eye irritation. Avoid contact with eyes. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

[Note to Reviewer: Boxed format and "bullets" as listed below will be used if label space permits; otherwise a paragraph format will be used.]

FIRST AID:

If in eyes	<ul style="list-style-type: none">• Hold eye open and rinse slowly and gently with water for 15-20 minutes.• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.• Call a poison control center or doctor for treatment advice.
Have the product container or label with you when calling a poison control center or doctor, or going for treatment.	

SECTION 5: ORGANISMS

Efficiency Claim	Organisms	Contact Time	Soil Load
Disinfectant ^(*)	<i>Staphylococcus aureus</i> (Staph) (ATCC 6538) <i>Salmonella enterica</i> (Salmonella) (ATCC 10708) <i>Pseudomonas aeruginosa</i> (Pseudomonas) (ATCC 15442) <i>Streptococcus pyogenes</i> (Strep) (ATCC 19615)	10 Minutes	5%
Virucidal [^]	Rhinovirus Type 37 (ATCC VR-1147(Strain 151-1)) (common cold) Influenza A2/Hong Kong (ATCC VR-544) (Influenza) (H1N1) (flu) (virus) Influenza B/Hong Kong/5/72 (ATCC VR-823 (Strain B))	5 Minutes	5%
	Human Coronavirus (ATCC VR-740 (Strain 229E))	10 Minutes	5%
Non-Food Sanitizer ^(†)	<i>Staphylococcus aureus</i> (Staph) (ATCC 6538) <i>Enterobacter aerogenes</i> (Enterobacter) (ATCC 13048) <i>Escherichia coli</i> (E. coli) (ATCC 11229) <i>Salmonella enterica</i> (Salmonella) (ATCC 10708) <i>Campylobacter jejuni</i> (ATCC 29428) <i>Listeria monocytogenes</i> (Listeria) (ATCC 19117) <i>Streptococcus pyogenes</i> (Strep) (ATCC 19615)	10 seconds	5%

[Note to Reviewer: Footnotes for symbols mentioned in label.]

* *Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), *Streptococcus pyogenes* (Strep) (ATCC 19615)

† *Staphylococcus aureus* (Staph) (ATCC 6538), *Enterobacter aerogenes* (Enterobacter) (ATCC 13048), *Escherichia coli* (E. coli) (ATCC 11229), *Salmonella enterica* (Salmonella) (ATCC

10708), *Campylobacter jejuni* (ATCC 29428), *Listeria monocytogenes* (Listeria) (ATCC 19117), *Streptococcus pyogenes* (Strep) (ATCC 19615)

^ Rhinovirus Type 37 (common cold), Influenza A2/Hong Kong (Influenza) (H1N1) (flu) (virus), Influenza B, **Human Coronavirus (ATCC VR-740)**

‡ *Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), *Streptococcus pyogenes* (Strep) (ATCC 19615), Rhinovirus Type 37 (common cold), Influenza A2/Hong Kong (Influenza) (H1N1) (flu) (virus), Influenza B

SECTION 6: MARKETING CLAIMS

[Note to Reviewer: “And” or “&” can be used interchangeable in the marketing sentences. All claims containing the word “new” will only be used for the first 6 months after the first retail production.]

TABLE 1 – MARKETING EFFICACY CLAIMS

- 2 in 1 Household (Cleaner) (Sanitizer) (&) (and) (Disinfectant)
- 10-second sanitization[†]
- A fast and convenient way to clean up and sanitize frequent messes
- (Add) (a) (an) (everyday) (quick) (fast) (sanitizing) (quick touch-ups) (touch-up) (cleaning) (clean up) (to your daily) (cleaning) (routine)
- A(n) (quick) (and) (easy) way to (kill) (eliminate) (destroy) (sanitize) 99.9% of bacteria[†] in your (insert locations – Table 3)
- An (easy) (quick) (fast) way to (disinfect) (and) (sanitize) (and) (clean)
- Antibacterial
- (Antibacterial) (disinfecting) (foam) (foaming) (action!)
- All purpose (antibacterial) (daily) (insert locations – Table 3) (cleaner) (spray) (sanitizer)
- An effective sanitizer for use in the (insert locations – Table 3).
- Antibacterial (insert locations – Table 3) cleaner
- Antibacterial Action
- Antibacterial Formula (cleans and sanitizes)
- (Insert locations – Table 3) cleaner and sanitizer
- (Clean) (Sanitize)(d) (Disinfect)(Sanitary) (hard, nonporous) surfaces (wherever), (whenever) you (go) (travel) (need)
- Cleaning and sanitizing
- Clean(s) (and) (sanitize)(s) (disinfect)(s) (up) small spills like (toothpaste) (sink) (water marks) (misses) (drips) (on and around the toilet)
- Cleans, shines, disinfects, (deodorizes)
- Cleans (sanitizes) (and) (deodorizes)
- Cleans and sanitizes (without harsh fumes)
- Cleans (and kills) (household) (bacteria) (and disinfects) (to a sparkling shine) (to a streak-free shine) (to a streak-free *This Brand* shine) (all around your home) (without leaving a residue) (without leaving a visible residue) (on household surfaces).
- Dab and (&) (sanitize) (disinfect)
- Disinfects (and) (deodorizes) (cleans) (!)
- Disinfects (and) (-) kills 99.9% of (germs[†]) (and) (viruses[^]) (and) (bacteria[‡])
- Disinfects (as it cleans) (as you clean)

- Disinfects bacteria (and) (deodorizes) (!)
- (New) Disinfectant formula
- Disinfects on (hard non-porous surfaces) (insert locations – Table 3)
- Disinfectant on (hard non-porous surfaces) (insert locations – Table 3)
- Disinfectant (that) (kills) (insert disinfectant organisms from Section 5)
- (Easy) (Quick) (and) (Convenient) (way) (to clean) (and disinfect) (and sanitize)
- Easily cleans (tough) (bathroom) (restroom) (dirt) (soil) and sanitizes
- (Easy) (Quick) (and) (Convenient) (way) (to clean) (and disinfect)
- (Effective on) (Cleans) (kills 99.9% of germs[†]) (shines) (disinfects) (sanitizes) (and) (deodorizes) (bathroom surfaces) (kitchen surfaces) (locations) (in) (rooms) (areas of your home) (on) (such as): (insert locations – Table 3)
- For general (cleaning and) sanitizing of hard non-porous surfaces
- For the dirt you can see and the household bacteria you can't
- Formula sanitizes hard porous surfaces as it cleans and shines
- Fresh (Disinfecting) Scent of (insert fragrance – Table 5)
- (Gently) (Lightly) cleans and (kills) (eliminates) (destroys) 99.9% of (insert locations – Table 3) bacteria[†]
- Great for touch-up (cleaning) (and) (sanitizing) (!)
- Helps fight bacteria.
- Helps prevent the spread of common household viruses[^]
- Helps prevent cross-contamination of hard non-porous surfaces.
- Household bacteria-killing formula.
- **Kills Human Coronavirus**
- Kills (insert disinfectant/virucidal organism – Section 5)
- Kills (>) 99.9% of bacteria (on) (insert locations - Table 3) (as it cleans) (!)
- Kills (99.9% of) (household) (bacteria[†]) (in) (just) (10 seconds) (!)
- Kills (>) 99.9% of Germs[†] (on) (insert locations – Table 3)
- Kills (>) 99.9% of viruses[^] and bacteria[†]
- Kills >99.9% of (household) (bacteria)(viruses[^])
- Kills (>)99.9% of viruses[^] (and bacteria)(on) (insert locations – Table 3)
- Kills bacteria (found) on hard non-porous (insert locations – Table 3) surfaces.
- (Kills) (bacteria) (disinfectant effective against) (*This Product* kills) (many types of) (household) bacteria (and viruses), including (insert organisms – Section 5)
- Kills (common) household (bacteria) (and) (viruses[^]) (without (heavy) (harsh) fumes) (!)
- (Kills) (Eliminates) (Destroys) 99.9% of bacteria (of the bacteria[†] commonly found in) (all around) (your) (insert locations – Table 3) (including) (insert sanitizer organism – Section 5)
- (Kills) (Eliminates) (Destroys) 99.9% of bacteria (on commonly) touched surfaces that can be transfer points for bacteria (such as (insert locations – Table 3)).
- (Kills) (Eliminates) (Destroys) bacteria from (insert location – Table 3) surfaces.
- Kills (harmful) germs[†] (on) (insert locations – Table 3)
- Kills (household) bacteria[†]
- Kills (household) bacteria[†] (fast) (!)
- Kills household bacteria[†] fast!
- Kills (household) (bacteria[†]) (viruses[^]) (odor-causing bacteria) (food-related bacteria) on hard, non-porous surfaces.
- Kills (odor-causing) bacteria (that cause odors).
- Kitchen (quick) (touch-up) cleaner and sanitizer
- Leaves hard non-porous surfaces (disinfected) (sanitized) (and sparkling clean) (!)

- Leaves hard, non-porous surfaces sanitized.
- Leaves (your) (kitchen) (home) (bathroom) (surfaces) (shiny) (clean) (sanitized) (smelling clean).
- Leaves household surfaces sanitized.
- Makes cleaning (disinfecting) easy (and sanitizes too).
- Makes sanitizing easy
- Multi-purpose (antibacterial) (daily) (insert locations – Table 3) (cleaner) (spray) (and) (non-food contact sanitizer)
- (Multi-purpose) (10 second) (touch-up) (cleaner) (cleaning) (sanitizer) (sanitizing) (insert Locations – Table 3)
- New way to (clean) (and) (sanitize) (everyday) (–) (a) (Fast) (Quick) (quick touch-ups) (touch-up) (cleaner) (sanitizer)
- (Now) (also) disinfects!
- Now disinfects
- Now kills (household) bacteria[†]!
- Now quickly sanitize and disinfect!
- (Now) sanitize and disinfect as you go!
- One-step cleaner (sanitizer) (and) (disinfectant).
- Formula cleans and (sanitizes) (disinfects)
- (Product name) (Helps prevent the spread of) (insert organisms - Section 5)
- (Quick touch-ups) (A) (touch-up) (cleaner) (sanitizer) for when you (need) (require) quick Antibacterial action
- Sanitizes and deodorizes
- Sanitizes as it cleans
- Sanitizes hard non-porous (bathroom) (kitchen) surfaces
- Sanitizes (household) bathroom surfaces in 10 seconds*
- Sanitizes in (just) (10) seconds*
- Sanitizes (kills) common household bacteria[†]
- Shines (and) (plus) kills household bacteria[†]
- The convenient way to (clean) (and) (sanitize) (and deodorize) (your) (insert locations – Table 3) (!)
- The (easy) (effective) way to clean and sanitize
- The (easy) (effective) way to (touch-up) (clean) (and) (sanitize)
- (*This Brand*) (Bathroom) (Cleaner) is the convenient way to (clean) (and) (sanitize) (bathroom) (household) (kitchen) surfaces
- (*This Brand*) (Bathroom) (Cleaner) is the (easy) (effective) way to clean and sanitize
- (*This Brand*) (Bathroom) (Cleaner) kills many types of (household) bacteria (and eliminates their odors)
- (*This Brand*) (Bathroom) (Cleaner) thoroughly cleans (shines) (and) (sanitizes) (deodorizes) Shines (!)
- (*This Brand*) is a (disinfectant) (versatile cleaner) that kills (99.9% of) (household) bacteria[†], removes grease (,) and cleans household surfaces (even) (including) glass, to a (sparkling) (beautiful), streak-free (*This Brand*) shine.
- (This Brand) (This Product) (Touch-up) (Thoroughly) clean(s), shine(s), disinfect(s), (and) sanitize(s)
- (This Product) (Thoroughly) Cleans, shines and (disinfects) (sanitizes) (insert locations – Table 3)

- (*This Product*) is (a) (an) (Multi-)(Purpose) (Surface) (Task) (Antibacterial) (Bactericide) (Bactericidal) (Disinfectant) (Spray) (Disinfects) (Deodorizes) (Deodorizer) (One Step) (Sanitizer) (Sanitizes) (Virucide[^]) (Virucidal[^]) (Bathroom) (Kitchen) (Cleaner)
- (Thoroughly) Cleans, shines and (disinfects) (sanitizes)
- Tough on dirt and bacteria[†]...Easy on You!
- Tough on germs[‡] (easy) enough (for everyday use) (on your surfaces)
- Touch-up (sanitizer) (disinfectant)
- (Touch-Up) (formula) cleans and (sanitizes) (disinfects)
- (Touch-up) (Thoroughly) (Cleans), (shines), (disinfects) (and), (sanitizes)
- Use (daily) (everyday) (for a) (fresh) (clean) (healthy) (sanitized) (kitchen) (bathroom) (home) (environment) (house)
- (Use this product to) (clean) (disinfect)(and) (sanitize)
- Use (*This Brand*) throughout your entire home (to kill) (household) bacteria including (insert organisms – Section 5) (on household surfaces...including glass).
- Works in (just) (only) (10) seconds to kill 99.9% of (household) bacteria

[Note to Reviewer: If the Pandemic statements are used on the product label they will not be used in combination with any other statements.]

- Kills Pandemic 2009 H1N1 Influenza A Virus
- Kills Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu).
- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by Influenza A Virus. (This product) is a broad spectrum hard surface disinfectant that has been shown to be effective against Influenza A Virus (tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).
- (This product) has demonstrated effectiveness against Influenza A Virus and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 Influenza A Virus.
- (This product) has demonstrated effectiveness against Influenza A Virus (tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

TABLE 2: MARKETING CLEANING CLAIMS

- A quick, convenient cleaner like none other!
- Advanced combination of (*This Brand*) streak-free technology and quick sanitary action provides fast-acting sanitary clean
- Always (accessible) (at hand) (there for you) (there when you need it) (there (when) (and) (whenever) (little) messes occur) (Out) (!)
- (Also) (great) (available) (works effectively in) (for) (multi-purpose touch ups)
- Available in (new) (limited edition) (variety of) (appealing) (designs) ((Spring) (Fall) (Winter) (Seasonal) fragrances) (!)
- Available (only) at (insert retail store)
- (Insert locations – Table 3) (Multi-Purpose) Touch-Up(clean) (and shine)
- (Bathroom) (Touch-up) for (toilet)(s) (sink)(s) (floor)(s) (mirror)(s) (and) (counter)(s)
- (This product) (This *brand*) Best On glass
- Can be used on a wide variety of surfaces
- Clean(s) (and) (+) (that) shines (without scratching)
- Cleans (and removes) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (watermarks) (mud) (smudges) (and) (fingerprints)

- Clean as you go
- Cleans (everyday) (tough) (grease) (and) (or) (grime) (messes) (without scrubbing)
- Cleans everyday kitchen messes (like dirt, grease and food stains)
- Clean, leave surfaces sanitary and provide a (*This Brand*) shine (on glass) (and other hard surfaces) (throughout your house)
- Clean(s) messes in the moment
- Cleans with a streak-free shine!
- (Clean up) (touch-up) without missing a beat (!)
- Complete clean (!)
- Complete(s) your (everyday) cleaning (regimen)
- Conveniently clean!
- Conveniently there (at hand) when you need (it) (a quick touch-up) (fast clean) (Quick clean)
- (Conveniently) there (when) (and) (where) you need it
- (Conveniently) there (whenever) you need it
- (Conveniently) works with (your) (insert List of Material of Choice (pg 4))
- Cuts grease (cleans glass) (&) (more) (!)
- Cuts through bathroom grime (such as) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (and) (water marks).
- Cuts tough (kitchen) (grease) (and) (grime)
- Dab (&) (and) (go) (clean)
- Dab it (!) clean it (!) done (!)
- Deodorizes and leaves your (insert locations – Table 3) smelling fresh (!)
- (Design) (is) Discreet (Subtle) (Pleasing) (Decorative) enough to leave out!
- Designed (for display) (and) (to be left out) (to be (always out) (ready)) (for easy accessibility)
- Discreet and (small) (and) (blends in)
- (Discreet) (decorative) enough to leave (out for) (quick use) (anyone to use) (family to use) (when you need)
- Does not dry out like wipes
- Does not leave a (cloudy) residue
- Don't let (messes) (slow) you down in the (insert locations – Table 3)
- (Don't) (No) (slow) (slowing) down for messes
- (Each) (One) (bottle) (container) (package) (get) (dispenses) (lasts) XX (quick touch-ups) (touch-up) (uses) (wipes) (pumps) (cleanings) (occasions) (dispenses) ((at) (XX) (pumps) (sprays) per (touch-up cleaning) (application))
- (Easy) (Quick) (&) (Convenient) (to use) (in) (insert locations - Table 3) (&) (throughout the house)
- Easy clean at hand
- Easy (enough) to (use) (everyday) (everywhere)
- (Easy) (Quick) (and) (Convenient) to use
- Effectively cleans (insert locations – Table 3)
- Effectively cleans (glass and other surfaces) (glass and other household surfaces) (countertops) (stovetops) (refrigerators) (microwave ovens) (appliances) (basins) (glazed ceramic tile) (stainless steel) (chrome fixtures) (Formica®) (glazed porcelain) (glass) (mirrors).
- Effectively cleans and shines (insert locations – Table 3) (and more)
- Eliminates food odors left behind on surfaces
- Fast, easy cleaning solution – one product for a variety of surfaces
- Fast (convenient) (flushable) approach to cleaning
- Fast, easy cleaning solution (- one product for a variety of (insert locations – Table 3) (non-food contact) surfaces)

- For (daily) (everyday) (gentle) (light-duty) (heavy duty) (kitchen) (bathroom) (cleaning) (everyday) (use)
- For everyday cleaning
- For the entire house
- For (tough) (tougher) cleaning (!)
- For use on household surfaces
- For the entire business
- For use on business surfaces
- Fits in with your (insert locations – Table 3) (décor)
- For (daily) (everyday) (light-duty) (heavy duty) (insert location – Table 3) (cleaning) (everyday) (use)
- For (daily) (everyday) (light-duty) (touchup) (bathroom) (kitchen) cleaning
- For everyday use (!)
- (Freshens) (insert fragrance – Table 5) (deodorizes) (and leaves your (insert locations – Table 3) smelling fresh!
- From the makers of (*This Brand*)
- (Gently) (Lightly) cleans.
- Great for (all around) (multiple hard non-porous surfaces) (throughout the home) (the) (house) (home) (kitchen) (bathroom).
- Great on surfaces such as: (Insert locations – Table 3)
- (Great) (Works) (Effective) on multiple surfaces!
- Great on glass!
- (Handy) (Convenient) (Travel) (take along) (carry on) size
- (Has a *or* Leaves a) (clean) (light) (airy) (mild) (fresh) (insert fragrance – Table 5) (scent).
- (Helps) Maintain a cleaner home
- (Helps) (Eliminate(s)) odors
- Imagine (more) (convenient) (on-the-go) (cleaning) (!)
- Improved scent deodorizes and leaves your (bathroom) (kitchen) (home) smelling fresh (!)
- Improved for (tough) (tougher) cleaning!
- (Includes) lock feature (included) (for safety)!
- (Just) (only) pennies per (dispense) (pump)!
- (Just) (touch) (pump) (&) (and) (go) (Dab & Go!)
- (Keep(s)) (Keeping) your home (clean) (and) (tidy).
- Keep up with your (little) (smaller) (messes) (so (that) you can enjoy more important things in your life) (so you can make time for more important things in your life)
- (Kitchen) (Touch-up) (cleaning) (cleaner) (for) (inert location from TABLE 3)
- Leave (me) out for (easy) (more) (simple) (everyday) (on-the-go) cleaning!
- Leaves (bathrooms) (your bathroom) clean and (shiny) (shining).
- Leaves a brilliant shine (and a fresh, clean scent).
- Leaves a long lasting (fresh)(clean) (scent) (fragrance).
- (Leaves a) Streak-free (shine) (!)
- (Leaves) No (smeary *or* filmy) residue.
- (Leaves) No (visible) (harmful chemical) residue.
- (Leave) (out) (set it) on countertop for (quick use) (guests)(when you need) (quick touch-ups) (a) (quick) (touch-up) (clean up)(s)
- Leave out for (quick use) (when you need) (it) (quick touch-ups) (a) (quick) (touch-up) (clean ups)
- Leaves your (whole) (room) (insert locations – Table 3) (and) smelling (clean) (and) (fresh!)

- (Lets you) clean (up messes) (as you go) (without slowing down)
- (Light) (Subtle) (pleasing) (fresh) (clean) fragrance
- Long lasting (scent) (insert fragrance – Table 5)
- Makes your job easier.
- Makes (insert location – Table 3) (clean-ups) (touch-up(s)) quick and easy
- Makes cleaning (up) (messes) (easy)
- Makes your current quick cleanup (even) (more) (effective)
- Makes your life easy
- Multi-Surface or Multi-Task.
- (Multi-Surface) (Multi-task) (household) cleaner.
- (Multi-Purpose) (Touch-up) cleaner for (insert locations – Table 3) (as well as) (any) (other) (hard, non-porous surface)(s)
- No (more digging through) (no need to dig through) the (closet) (cupboard) (underneath) (the) (sink) (to find the right product)
- No (need to rinse) (rinsing needed)!
- No need to touch bottle (product)
- No wasted (parts of) wipes
- (Nothing) (cleans) (cuts) (shines) (kitchen)(s) (grease) (bathroom)(s) better (than) (tough cleaning)(This Product)
- (Now) The cleaning power of (*This Brand*) (comes) with the invigorating scent of (insert fragrance – Table 5)!
- (One) (quick) (convenient) solution for clean (surfaces) (insert locations – Table 3)
- One-Step (inset location – Table 3) cleaner
- Picks up bathroom (dirt) (and) (grime) (such as) (soap scum) (toothpaste) (hairspray) (shaving cream) (watermarks) (hair) (stubble) (mud) (smudges) (and) (or) (fingerprints)
- (Pleasant) (Fresh) (Clean) Scent!
- Pleasant fragrance (smell)
- Prevent(s) (little) (spills) (messes) from becoming (larger chores) (headaches) (LARGER MESSES) (tough cleaning jobs)
- Prevent(s) small messes from becoming (big) chores
- Perfect for your (home) (kitchen) (bath)
- (Press) (depress) (push)(down) (on pump)
- (Product(s)) (ingredients) that perform
- Pump & Go!
- Pump it! Clean it! Done!
- Quick (and) (convenient) (way) (to) (clean (and) (shine)) (easy) (fast) (convenient) (versatile)
- (Quick) touch up (cleaning) with (great) (special) (seasonal) (fragrance) (insert fragrance – Table 5)
- Quick (and) (easy) (bathroom) (kitchen) clean-ups
- Quickly touch up your home with (new) (great) (Spring) (Winter) (Seasonal) fragrances!
- (Ready) (at) (hand)
- Reduce(s) the frequency of deep clean(s) (occasions)
- Removes (food stains) (odors)
- Removes soap scum (and hard water spots or hard water deposits) (in the bathroom) (around the sink) (on the bathroom counter) (in showers and tubs) (and) (from faucets)
- Right there when you need to quickly clean up (small) (messes)
- S.C. Johnson has a cleaning solution for every room in your home
- Saves (you) (time) (and) (effort)
- Shiny clean!

- Simple (and) (easy) to use!
- (Simple) (Easy) Streak-free shine (on) (all) (around) (hard) (non-porous) (surfaces) (insert locations – Table 3) (everyday)
- (Simple) (Easy) (Streak-free shine) on (all) (hard non-porous) non-food contact kitchen surfaces
- Simply dab, wipe and (flush) (throw) away.
- (Simply) (press) (push) (down) (on) (pump)
- Simply touch (dab) (and) (&) go!
- So clean, it shines!
- Specially formulated for use in the (bathroom) (and) (kitchen)
- Stay on top of your (little) (smaller) (messes) (cleaning)
- Streak-Free (Shine) (Clean) (!)
- Streamline(s) your cleaning process
- The convenient way to keep your (insert locations – Table 3) looking “just cleaned” (!)
- The (fastest) (easiest) way to clean your house
- The (fastest) (easiest) way to clean your (house) (bathroom) (kitchen)
- The right cleaner (at the right time) ((right) (when) (and) (where) (you need it)) (every time) (always)
- (This Brand) (insert locations- Table 3) (Multi-Purpose) (Cleaner)
- (*This Product*) effectively removes everyday soils on (insert locations – Table 3). All it leaves behind is a (beautiful) (,) (sparkling) (streak-free) (*This Brand*) shine.
- Touch-up (now) so you (do not) (don't) have to clean up (later)
- Touch-up (cleaner) (everyday) (messes right away!)
- (Touch up) (cleaning) has never been (faster) (easier) (more convenient)
- (Tough) (Touch-up) cleaning without the oily –or- greasy –or- dull – or-smeary residue!
- Tough cleaning formula wipes out) grease (and grime) (and leaves a fresh clean scent)!
- Tough on grease (and grime)
- Use in the kitchen, bathroom and (throughout) (all around) (the whole house) (your home) (your house)
- Use throughout (the) (your) (whole) (home) (house) (insert locations - Table 3) (!)
- (Unlike) (most)(many) (wipes) (and) (triggers) (cleaners), (This Brand) is designed specifically (to be) (left out) (always out) (at hand) (readily available) (for) (easy accessibility)
- Use (with) (insert material of choice list on page 4) (other cleaning material of your choice) (and) (flush) (throw) (away) (when) (finished) (done)
- Use on (insert locations – Table 3) (hard non-porous surfaces)
- Versatile cleaner (can be used) (throughout) (all around) (the whole house) (your home) (your house)
- (With) ((2) (3) (4) X) ((2) (3) (4) times) (better) (enhanced) (great) (improved) (pleasant) (pleasing) (more) (strong) (stronger) (insert fragrance – Table 5) (Fragrance) (Scent) (!)
- (With) ((2) (3) (4) X) ((2) (3) (4) times) (better) (enhanced) (great) (improved) (pleasant) (pleasing) (more) (strong) (stronger) (insert fragrance – Table 5) (Fragrance) (Scent) (!) (*Compared to (Original) (Windex (insert trade name)) (Trigger) (Formula) (Fragrance)

TABLE 3- LOCATIONS

[Note to Reviewer: Multiple locations/surfaces can be chosen and used in any order from Table. In the case where one or more location/surfaces is chosen, an “and” “&” “or” may be used to link locations/surfaces.]

PLACES

- Airplane(s) (travel)
- Automotive (Repair) (Shop(s))
- (Barber) (Beauty) Shop(s) (and) (Salons)
- Bar(s)
- Bed and Breakfast (Inns)
- Boat(s)
- Bus(es)
- Car(s)
- Concession Stand(s)
- Contractor Shop(s)
- Convenience Store(s)
- Churches (Synagogues) (&) (Religious Organizations)
- Cruise Ship(s)
- Daycare (Centers) (Facilities)
- Dormitories
- Dorm(s)
- Exercise Facility (ies)
- Fitness Center(s)
- Gym(s)
- Gymnasium(s)
- Home(s)
- Home and (Small) Business Solution(s)
- Hotel(s) (Motel(s))
- Household(s)
- Janitorial Services
- Maintenance Shop(s)
- Mobile home(s)
- (Professional) Office(s)
- Pet Store(s)
- Pub(s)
- Restaurant(s)
- Retail Store(s)
- School(s)
- Store(s)
- Vacation Home(s)

ROOMS/AREAS:

- Attic(s)
- Baby Nurseries
- Basement(s)
- Bathroom(s)
- Bedroom(s)
- Den(s)

(Note to Agency: Text appearing parenthesis is to optional text.)

- Dining (room(s)) (areas)
- Family Room(s)
- Foyer(s)
- Garage(s)
- Garage Storage Areas
- Kitchen(s)
- Laundry Room(s)
- Living room(s)
- Mudroom(s)
- Pet area(s)
- Play (areas) (rooms)
- Powder room(s)
- Restroom(s)
- Washroom(s)
- Workshop(s)

ITEMS:

- Artificial plant(s)
- Automobile interior(s) (dashboards) (seats) (windows) (windshield)
- Bathroom surface(s)
- Bathtub(s)
- Bedframe(s)
- Bicycle(s)
- Bike(s)
- Blind(s)
- Bookcase(s)
- Booster chair(s)
- Baseboards(Molding) (Trim)
- Basins
- Behind (and under) sinks
- Bench
- Cabinet handles
- Cabinet(s)
- Camper(s)
- Ceiling Fan(s)
- Chair(s)
- Changing table(s)
- China knickknack(s)
- China Cabinet
- Clock(s)
- Collectibles and Knick Knacks
- Computer(s) (screen(s))
- (Bathroom) (Kitchen) (Office) Counter(s) (Countertops)
- Cribs
- Cupboard(s)
- Curio Cabinet(s)
- Desktop(s)
- Diaper pails

- Diaper changing tables
- Dining room table (and chairs)
- Doorknob(s)
- Doorhandle(s)
- (closet) (entrance) (glass) Doors
- Dresser(s)
- (Personal) (Home) Electronics
- Elevator(s)
- Exercise equipment
- Exterior Surfaces {choose from list that follows:} (of) (small) ((kitchen) appliance(s)) (such as) can openers, cook top(s), dishwasher(s), freezer(s), microwaves, microwave oven(s), oven(s) (doors), range(s) (hoods)(tops), refrigerator(s) (door(s)), stovetops, toasters, (and) (even) ((BBQ) grills (use when surface is cool))
- Faucet(s)
- (chrome) Fixture(s)
- (linoleum) (no-wax) (vinyl) Floors
- Footboard(s)
- (outdoor) (plastic) (patio) Furniture
- Garbage can(s)
- Glass Patio Door(s)
- Glazed (bathroom) (ceramic) (kitchen) tile(s)
- Glazed porcelain surface(s)
- Grocery cart(s)
- Germ[†] prone surface(s)
- Handrail(s)
- Headboard(s)
- High chair(s)
- High traffic surface(s)
- Hubcap(s)
- Keyboard(s)
- Lamp(s)
- Laptop(s)
- Light Fixture(s) Switch(es)
- Mirror(s)
- Nightstand(s)
- Paned Window(s)
- Piano(s)
- Picture Frame(s)
- Recycling bin(s)
- Sealed (fiberglass) tubs (or) (shower surrounds) (and) (sinks)
- Shelves
- Shower(s) (curtain(s)) (doors) (stalls)
- Shower Head(s)
- Sink(s)
- (kitchen) (bathroom) Sink(s)
- Table(s)
- Telephone(s)
- ((glazed) (ceramic)) Tile (s)

(Note to Agency: Text appearing parenthesis is to optional text.)

- Exterior surfaces of toilet(s)
- Toilet(s) (handle(s)) (seat(s)) (rim(s)) (tank(s))
- (around) toilet areas
- ((glazed) (ceramic)) Tub(s)
- Vanity (Vanities)
- Vinyl siding
- Wall(s)
- Washer(s) and Dryer(s)
- Washing machines
- (Stained Glass) Window(s)
- Window(s) (Ledges) (Blinds)

SURFACES:

- Aluminum
- (Baked) enamel
- Chrome
- Glazed Ceramic (tile)
- Corian^{®**} (**is trademark owned by E.I. du Pont de Nemours and Company)
- Formica^{®**} (**is trademark owned by The Diller Corporation)
- Fiberglass
- Finished polyurethane
- Finished wood
- Glass
- Glazed ceramic (tile)
- Glazed porcelain (enamel) (kitchen) (bathroom) (tile)
- Laminated surfaces
- Laminate
- Laminate(d) Wood
- Metal
- Pergo^{®**} (laminate)(hardwood) surfaces (**is trademark owned by Pergo AG)
- Plastic (ABS) (abs)
- Polystyrene
- Glazed porcelain
- Glazed porcelain enamel
- Quartz
- Sealed cement
- Sealed granite
- Sealed grout
- Sealed fiberglass
- Sealed marble
- Sealed synthetic marble
- Sealed natural stone
- Stainless steel
- Steel surfaces
- Stone surfaces

- Vinyl (tile)
- (Wood) (no-wax) (glazed ceramic tile) (asphalt tile) (linoleum) (vinyl) (laminate) ((sealed masonry) (flagstone) (stone) (slate) (cork) (Terrazzo)) floors

TABLE 4: PACKAGING CLAIMS

- 2 in 1
- Also available in wipes, kitchen disinfecting cleaner, bathroom disinfecting cleaner
- (Better) (improved) (application) (control) (method).
- Better Value
- Big (Job)Size
- Bigger Size (package) (bottle)
- Bonus Pack
- Bottle made of (25%) (50%) post-consumer recycled plastic
- Bottle made of XX% post-consumer recycled plastic
- Choose your favorite (cover) (sheath) (wrap) (sleeve) (shroud), (and) (customize) (make it your own) (make it your own design) (and choose the way it looks) (in your home)
- Cleans even tough, greasy soil easily
- (Club) (Value) Pack
- Commercial (Pack) (Size)
- Complete
- Contemporary Shrouds!
- Controlled dispensing
- Customizable wrap!
- Design (Make) your own (unique) (attractive) (customized) (seasonal) wrap!
- Dispenser (only)
- Dispenser + (1)(2)(3) Refill(s)
- Easy to (Use) (Refill)
- Easy to Grip, Easy to Store (!)
- Economic Refill
- Economy Size
- Fast, easy cleaning solution – one product for a variety of surfaces
- Foaming Trigger
- For limited time only!
- Free (dispenser) (refill) (!)
- Free (look for) (includes) (contemporary) (new) (attractive) (decorative) (subtle) (discreet) (cool) (cover) (sheath) (wrap) (sleeve) (shroud) (inside) (of your choice)
- Gallon size!
- Gentle on Surfaces
- (Handy) Travel Size (Available)
- Improved (design) (fragrance(s)) (pump) (value) (dispensing) (scent) !
- Industrial (Pack) (Size)
- Institutional Size
- Limited Edition (insert fragrance – Table 5)
- Locked feature included
- Mega (Pack) (Size)
- (More) (focused) (accurate)(application).
- New!

- (New) (Better) (and) (&) (Improved)(Look) (Design)(Scent!) (Formula) (Fragrance) (Color) (Foaming)(Trigger!) (Bottle)(Spray)(Sprayer)
- (New) (Big) (X oz.) (X Liter) (Size)
- (New) (Comfort) (Easy Grip) (Ergo) (Ergonomic) (Improved) (Trigger)
- (New) (Improved) (fragrance) (scent) (formula) (!)
- (New) (Improved) (bottle)(design) (lets you use up (all) your (brand)(product)) (formula) (!)
- (New) (Improved) (*This Brand*) formula
- (New) Patented (Cleaning) Technology/Formula
- No batteries (needed) (!)
- Now (available in) (make it look better) (customize with) (contemporary) (new) (attractive) (decorative) (subtle) (discreet) (cool) (cover) (sheath) (wrap) (sleeve) (shroud) (of your choice)
- Now available in (separate) refill(s)
- Now available in foam (for) (better) (concentrated) (application)
- Now (you can decide how the product looks) (you can choose the design)
- Patented (bottle) (pump) design
- Patented (diptube) (spray) (design)(technology) (lets you use up (all) your (brand)(product)) (formula) (!)
- Plus
- Quick touch-up (cleaning) (pack) (kit) (set)
- Refill (only)
- Refill (and) (+) Dispenser
- Refill (cartridges) (only)
- Refills sold separately
- (This) (XX oz) (container) (bottle) (get) (=) (equals) (dispenses) (YY) (quick touch-ups) (quick) (fast) (touch-up) (uses) (wipes) (pumps) (cleaning)(s) (occasions) (dispenses) (from This Product)(‡) (‡(at) (with) (XX) (pumps) (sprays) per (touch-up) (cleaning) (application))
- Starter Pack
- Trial (Value) (Pack) (Size)
- Trial Size (Available)
- Twin Pack
- (Two) (2) Liter (Refill) (Size) (!)
- (Unique) (Innovative) (Specially designed) pump (design) (Unique pump design)
- (Unique) (no tip) design
- (Uniquely) (unique) (shape) (shaped) (bottle) (pump)
- (Use with) One (hand) (handed) (operation) (quick cleaning)
- (*X ounces*) at or for the (*X oz.*) price (of *X ounces*) (!)
- (*X%*) (*X oz.*) (more) (free) (!)
- (*X*) at the (*X oz*) price!
- XXX Dispenses
- Value (Pack) (Size)
- *X (%) (oz) (free) (more) (!)*

TABLE 5 – FRAGRANCES/SCENTS

[Note to Reviewer: Can stand alone or be combined with **Glade**]

- Airy Sky
- Angel Whispers®
- (Apple) (Cinnamon) (Citrus)(Lemon)(Lime)(Orange)
- (Apple)(Citrus)(Lemon)(Lime)(Orange) Muscle

- Aqua (Breeze)(Clean)(Cool)(Fizz)(Fresh)(Rain)(Splash)
- Babbling Brook
- Blue (Breeze)(Calm)(Rain)(Sky)(Water)
- Breezy Marine
- Brilliant Citrus Sun
- Calm (Breeze)(Rain)(Water(s))
- Calm Springs™
- Cashmere Woods™
- Citrus (Authority)(Blossom)
- (Citrus) (Lemon)(Orange) Action
- Clear (Springs)(Sky)
- Clean (&) (Cotton)(Breeze)(Fresh)(Linen & Sunny Days)(Shine)
- Clean (Citrus) (Linen)
- Cool (Aqua)(Breeze)(Ocean)(Rain)(Willow)
- Cotton & Italian Mandarin
- Country Garden®
- Creamy Custard & Apple Cinnamon
- Crisp Waters®
- (Crystal)(Sheer)(Sunrise) Citrus
- Crystal Rain
- Electrifying (Citrus)(Orange)
- Exhilarating Orange
- Exotic
- Extra Bold Lemon
- Fierce Orange Force
- Floral
- Foaming Fresh
- French Vanilla
- Fresh (Air) (Berries) (Berries & Wild Raspberry) (Breeze) (Bubbling Spring(s)) (Citrus) (Clean) (Cotton) (Laundry) (Linen) (Marine) (Mountain Morning) (Ocean) (Rain) (Scent)(Stream)(Waters)
- Fruit (&) (Citrus)
- Fuji Apple & Cardamom Spice
- Garden Retreat®
- Gentle (Breeze)(Rain)
- Glistening (Citrus)(Grapefruit)(Green Apple)(Lemon)(Lime)(Ocean)(Orange) (Pine)(Pool)(Snow)(Stream)
- Hawaiian Breeze®
- Hawaiian Breeze® & Vanilla Passion Fruit
- Herbal
- Intense Citrus (Force)
- Invigorating Clean Citrus
- Island Escape®
- Jasmine and White Rose
- Lavender
- Lavender and Meadow
- Lavender Meadow®
- Lavender & Juniper Berry

- Lavender & Peach Blossom
- Lavender & Vanilla
- Lemon Limelight
- Lightening Fresh Lime
- Magic Meadow(s)
- Marine Breeze
- Ocean Blue™
- Ocean Blue & Refreshing Surf™
- Ocean (Breeze) (Fresh) (Oasis)
- Orange Sunrise
- Pineapple & Mangosteen
- (Lemon Power)(Orange Power)(Citrus Power)
- Powerful Passionfruit
- Pure (Air)(Calm)
- Rainshower
- Red Honeysuckle Nectar™
- Refreshing (Aqua)(Ocean)(Water(s))
- Refreshing Surf®
- Rippling Pool
- Sapphire Champagne
- Sea Breeze
- Seasonal
- Shimmering (Spruce)(Water)
- Soft (Breeze)(Rain)
- Spa Oasis
- Sparkling (Fresh)(Lemon)(Lime)(Ocean)(Orange)(Raindrops)
- Sparkling (Fresh)(Sweet)(invigorating) Citrus (Twist) (Splash) (Spring)
- (Calm) (Glistening) (Trickling) Stream
- Spring Breeze
- Sunny Days
- Sweet Pea & Lilac
- Tender Breeze
- Tranquil (Breeze)(Oasis)(Ocean)(Sea)
- Trickling Stream
- Ultra (Citrus)(Lemon)(Lime)(Orange)
- Ultra (Citrus Power)(Lemon Power)(Lime Power)(Orange Power)
- Uplifting Green Apple
- Vanilla Passion Fruit
- Vinegar
- Water Blossoms®
- White Tea & Lily™
- Woody

TABLE 6 – MISC MARKETING CLAIMS

- Ammonia free (!)
- Does not contain bleach
- Bleach-free (!)

(Note to Agency: Text appearing parenthesis is to optional text.)

- (By) (From the makers of) (*This Brand*)
- (By) (From the makers of) (this product)
- Contains no abrasives, harsh acids or bleach
- Contains no (Chlorine) (Bleach) (or) phosphates
- (Contains) no phosphorus
- (Contains) no (chlorine) bleach
- (Contains *or* Leaves) no (harsh) (harmful) (lingering) chemicals
- (Fragrance) (insert fragrance – Table 5) (plus!) (+)
- For old or worn surfaces, test on a small area before use
- For use on sealed hard surfaces. When in doubt, spot test on an inconspicuous area of the surface.
- Great (insert fragrance – Table 5) (scent) (!)
- Higher fragrance load!
- If streaking is observed, wipe with a clean damp rag or lint-free cloth
- Money back guarantee!
- (No) (Non-(chlorine)) (bleach)
- No harsh fumes.
- No harsh (bleach) (alcohol) (chlorine) smell
- Non-abrasive formula.
- Patented formula
- Peel Off
- Scratch 'n Sniff
- Smell (Sniff) Here
- (*This Product is*) Produced with more than 30% Renewable Energy
- Will not harm most surfaces
- With a bleach-free formula
- With a pleasant fragrance
- Won't scratch (fiberglass) (surfaces)
- (Won't) (Will not) harm septic (systems) (tanks)

SECTION 6: MISC

EPA Reg. No. 4822-_____

EPA Est. No.

US Patent 6,699,825 B2

Des. XXXX Patents Pending

Questions? Comments? Call 800-558-5252 or write Helen Johnson (.)

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Racine, WI 53403-2236 U.S.A.

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S. C. Johnson

A Family Company

SECTION 7: GRAPHICS

TABLE 8 - PICTOGRAMS

Graphics for Fragrance Descriptions:



(Note to Agency: Text appearing parenthesis is to optional text.)



(Note to Agency: Text appearing parenthesis is to optional text.)

General Graphics:



(Note to Agency: Text appearing parenthesis is to optional text.)



(Note to Agency: Text appearing parenthesis is to optional text.)

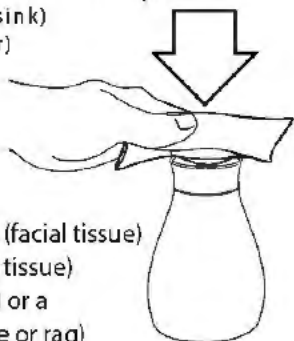


(Note to Agency: Text appearing parenthesis is to optional text.)

[Note to Reviewer: Some or all of the following graphics (or a subset of the text and graphic) may be used to accompany the Directions for Use Section and/or some of the following graphics (or a subset of the text and graphics) maybe used anywhere on the product label or accompanying labeling.]

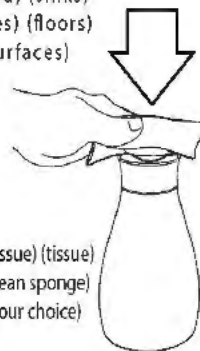
(Bathroom) (Touch Up)
for (toilet) (sink)
and (counter)

use with
(toilet paper) (facial tissue)
(tissue) (bath tissue)
(paper towel) or a
(clean sponge or rag)



(All purpose) (Touch Up) for (toilet) (and)
(bathroom) (kitchen) (and) (sinks)
(countertops) (appliances) (floors)
(any hard, non-porous surfaces)

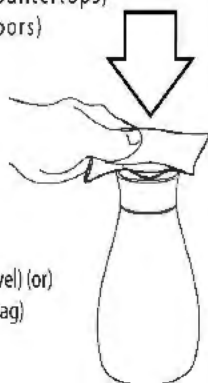
Use with (Toilet paper) (facial tissue) (tissue)
(bath tissue) (paper towel) (a clean sponge)
(or other cleaning material of your choice)



[Note to Reviewer: Touch-up Travel size]

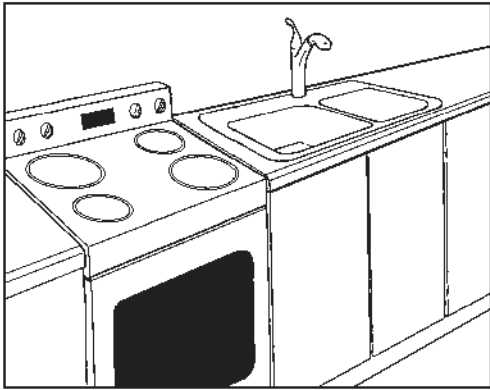
(Kitchen) (Touch Up) for
(sinks) (and) (countertops)
(appliances) (floors)
(cooktops)

Use with (paper towel) (or)
(a clean sponge or rag)

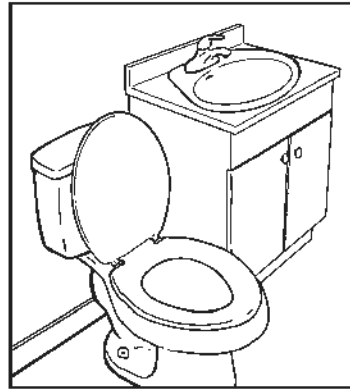


Spray on surface to
sanitize. Wipe with
toilet paper or
tissue

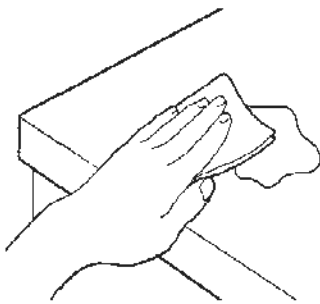
(Note to Agency: Text appearing parenthesis is to optional text.)



Use on (sink) (counter top) (appliances)
(cooktops) (and) (cabinets)



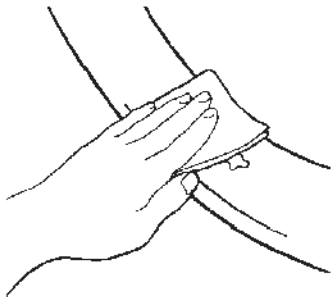
Use on (toilet) (sink) (vanity)
(and) (cabinets)



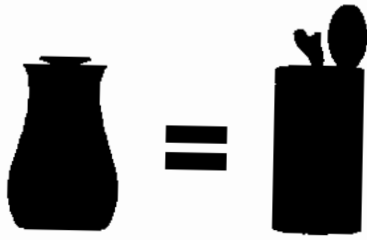
Use (toilet paper) (paper towel) (sponge) (material of
your choice) with cleaner and (flush) (or) (throw) away
(when done)



Use (toilet paper) (paper towel) (sponge) (material of
your choice) with cleaner and (flush) (or) (throw) away
(when done)

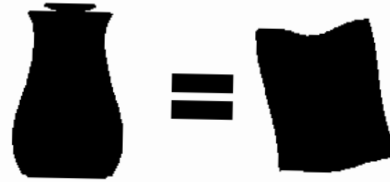


Use (toilet paper) (paper towel) (sponge) (material of
your choice) with cleaner and (flush) (or) (throw) away
(when done)



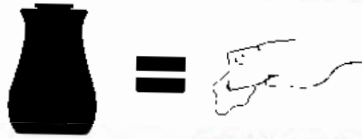
**(This) (XXoz)
(container)**

**YY (Uses) (Wipes)
(Quick Touch-ups)
(cleaning) (occasions)(‡)
(‡(at) XX (pumps)
(sprays) per (touch-up)
(cleaning) (application)**



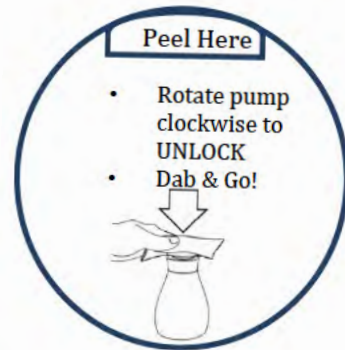
**(This) (XXoz)
(container)**

**YY (Uses) (Wipes)
(Quick Touch-ups)
(cleaning) (occasions)(‡)
(‡(at) XX (pumps)
(sprays) per (touch-up)
(cleaning) (application)**



**(This) (XXoz)
(container)**

**YY (Uses) (Wipes)
(Quick Touch-ups)
(cleaning) (occasions)(‡)
(‡(at) XX (pumps) (sprays)
per (touch-up) (cleaning)
(application)**



1.



2.



3.



EPA TRANSMITTAL DOCUMENT

SUBMISSION DATED: 6/17/2014

STUDY SUBMITTER: **S. C. Johnson & Son Inc.**
1525 Howe Street
Racine, WI 53403

SUBMITTED IN
SUPPORT OF: **FANGIO**

EPA REGISTRATION
NO.: **4822 - ____**

REGULATORY ACTION: **Application for Pesticide Registration**

STUDIES SUBMITTED:

STUDY VOLUME 1 of 1: **Virucidal Efficacy of a Disinfectant for Use on Inanimate Environmental Surfaces (August 15, 2013) by Shanen Conway, ATS Labs; Project No. A15334; 29 pages.**

US EPA Guideline: 810.2200

MRID Number: 49407301

COMPANY CONTACT: **Ana Rodriguez-Koster**
Lewis & Harrison, LLC
122 C Street NW, Suite 505
Washington, DC 20001
(202) 393-3903 x.17



LEWIS & HARRISON

Consultants in Government Affairs

122 C Street, N.W., Suite 505
Washington, D.C. 20001

telephone 202.393.3903
fax 202.393.3906

June 16, 2014

VIA FEDERAL EXPRESS

U.S. Bank
Government Lock Box 979074
1005 Convention Plaza
SL-MO-C2-GL
St. Louis, MO 63197

ATTENTION: EPA Module Supervisor

Dear Module Supervisor:

Enclosed is the payment for the application of the following four (4) new product registrations that will be submitted to the Agency:

1. FANGIO (EPA Reg. No. 4822-____)
2. STEWART (EPA Reg. No. 4822-____)
3. LAUDA (EPA Reg. No. 4822-____)
4. GURNEY (EPA Reg. No. 4822-____)

The payment for each of these applications is \$1,737.00 per PRIA II Action Code A531.

Please record this as being paid and contact me at 202-393-3903 ext. 17 or by email at alkoster@lewisharrison.com if there are any questions.

Sincerely,



Ana Rodriguez-Koster
Agent for,
S. C. Johnson & Son Inc.

032709

WELLS FARGO BANK
68-64/614

LEWIS & HARRISON, LLC
122 C STREET, N.W., SUITE 505
WASHINGTON, DC 20001

6/11/2014

*Pay to the
Order of*

U.S. Environmental Protection Agency

\$**6,948.00

Six Thousand Nine Hundred Forty-Eight and 00/100*****

Dollars

For

A531, (EPA Co No. 4822). - 4 products SCJ

⑈032709⑈ ⑈051400549⑈



LEWIS & HARRISON, LLC/122 C STREET, N.W., SUITE 505

U.S. Environmental Protection Agency

6/11/2014

032709

A531, (EPA Co No. 4822). - 4 products SCJ

6,948.00

1000 Cash

A531, (EPA Co No. 4822). - 4 products SCJ

6,948.00

LEWIS & HARRISON, LLC/122 C STREET, N.W., SUITE 505

U.S. Environmental Protection Agency

6/11/2014

032709

A531, (EPA Co No. 4822). - 4 products SCJ

6,948.00

1000 Cash

A531, (EPA Co No. 4822). - 4 products SCJ

6,948.00

